

SOUTHERN AUTOMOTIVE JOURNAL

APRIL 1959

Car Safety Is Our Business

page 61

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Size the Shop

page 88

Contents, page 3

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

Only Perfect Circle gives you 2-WAY POWER PROTECTION!

1. Perfect Circle Valve Seals

solve problem of excessive oil consumption past valves!

New rings and restored valve efficiency produce higher compression pressures—and higher deceleration vacuum. Increased vacuum draws oil through loose and worn valve guides. Stop this loss with *new* Perfect Circle Valve Seals!

Be sure of customer satisfaction

—Install Perfect Circle Valve Seals on all re-ring and valve jobs.

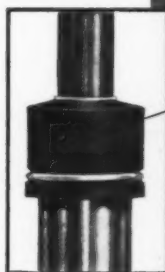
2. Perfect Circle 2-in-1 Chrome Sets

solve problem of excessive oil consumption past pistons!

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PERFECT

PISTON RINGS AND



CIRCLE

POWER SERVICE PRODUCTS

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SECRET SERVICE TIP FOR YOU.

SHERLOCK McKANICK and MIKE

MIKE SAVES A
VOLTAGE REGULATOR

MOST EMBARRASSING, MIKE!
I ALMOST KILLED THIS VOLTAGE
REGULATOR WITH MY OWN
HANDS!

CHEER UP, SHERLOCK.
IT CAN HAPPEN TO ANYONE
WHO DOESN'T REMEMBER
THAT THERE ARE **THREE**
BASIC DIFFERENT TERMINAL
ARRANGEMENTS

PLEASE, MIKE, DON'T RUB IT IN...

ELEMENTARY,
MY DEAR SHERLOCK
BLUE STREAK SERVICE
BULLETIN 95-58
SAYS...

DELCO-REMY
TYPE



B A F

AUTO-LITE TYPE A
AND FORD TYPE



A F B

AUTO-LITE TYPE B



A F

GLOOM

"...TO AVOID A
FATAL MISCONNECTION,
BE ON THE LOOKOUT
FOR THESE VARIATIONS
IN TERMINAL LOCATIONS.

...THE SAME GOES FOR MOST REPLACEMENT TYPES, TOO."

YOU, TOO, CAN BE AN IGNITION
SLEUTH! JUST KEEP YOUR
EYE ON **BLUE STREAK**
SERVICE BULLETINS.

GLOOM

SHE'S SO
RIGHT!

...AND
REMEMBER!

FREE: SEND FOR SAMPLE **BLUE STREAK** BULLETIN
95-58 VOLTAGE REGULATOR "INSTALLATION CAUTIONS"
TO: STANDARD MOTOR PRODUCTS, INC. 37-18 NORTHERN BLVD.
LONG ISLAND CITY 1, NEW YORK. (Once you're a
registered **BLUE STREAK** dealer, you get the
complete file.)

SO LONG
SHERLOCK!

NO WONDER
40,000 BUSY
DEALER SAY,
"BLUE STREAK
IGNITION IS
BETTER FOR
YOUR BUSINESS!"

WORLD'S FOREMOST
HEAVY-DUTY
IGNITION LINE

BLUE STREAK

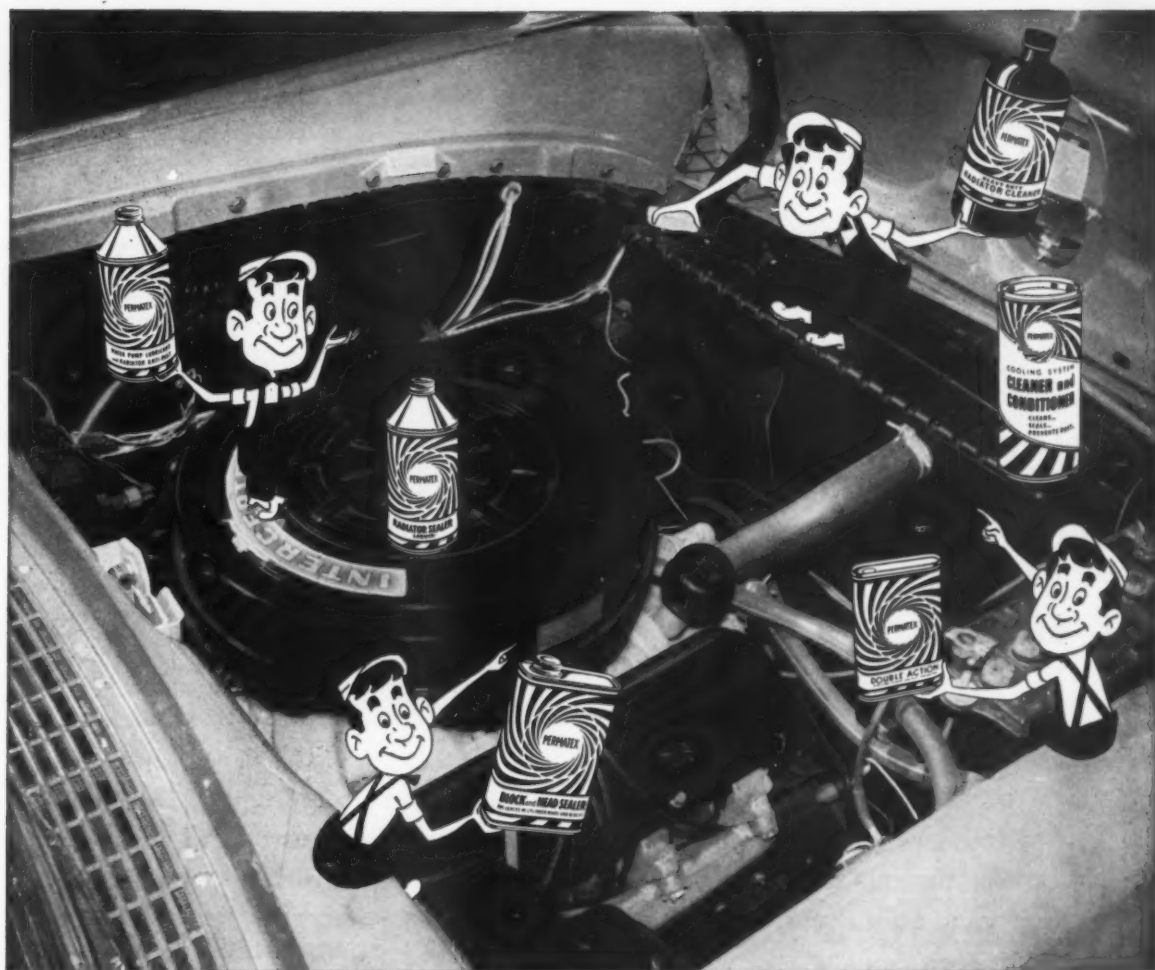
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Volume 39

Number 4


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SOUTHERN AUTOMOTIVE JOURNAL for April 1959

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1

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that makes
all other
investments
worthwhile"*

JOHN COLLYER
Chairman of the Board
The B. F. Goodrich Company



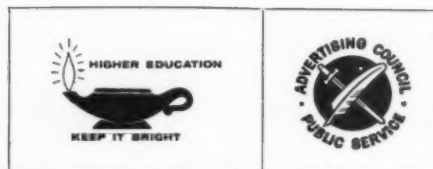
"For much of our nation's progress, technologically, economically and socially, we must look to the excellence of our institutions of learning, whose students of today will be the scientists, the managers, the statesmen and the cultural and religious leaders of tomorrow.

"It is the responsibility of the American people and American industry to provide the financial aid so urgently needed now by our colleges and universities.

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 39

APRIL 1959

No. 4

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in safety equipment



... as in the **NEW**
VISTA-VUE mirror.

This durable and efficient mirror was designed for panel and pick-up models — but it's ideal for all C.O.E. and wide cab trucks, too... Mounts on either side... Heavily plated hardware and baked enamel head... Good looking in every sense and economically priced as well.



and for a **COMPLETE** line
the answer is Anthes, too...

- FLAGS • LIGHTS
- FLARES • MIRRORS
- FUSEES • REFLECTORS
- FIRE EXTINGUISHERS

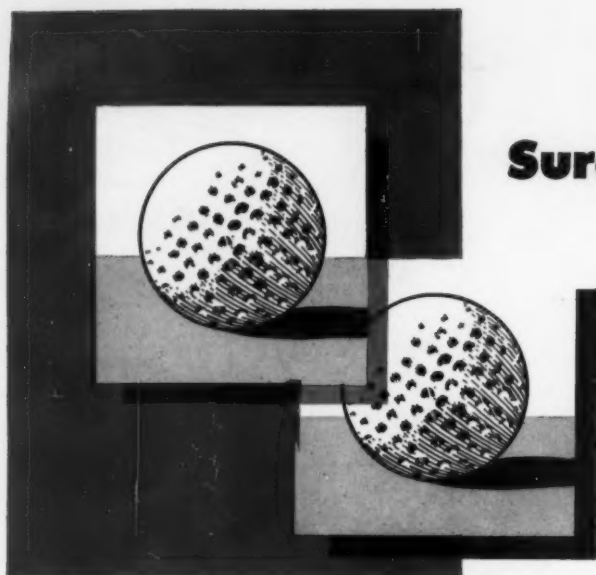
Write for full particulars and your complete automotive catalog

Anthes

THE FIRST LINE
OF SAFETY

FORT MADISON, IOWA

Want more facts? Use Reader Service Card Page 137



Sure they look alike...

BUT...

**DEMAND
BONDO!**

and

**MAKE SURE
YOU GET IT!**

**THERE IS NO
SUBSTITUTE!**

**BONDO DIVISION
JAYCEE CHEMICAL CORP.
NORTHFORD • CONNECTICUT**





Automotive **SPOTLIGHT**

April 1959

Yes, Stress Safety Service. You're not doing it now, as you well know, but there are increasing forces joining hands to help minimize injuries and deaths which can be attributed to motor-vehicle operations, just in case you may want to turn around and add a shoulder to the wheel.

Super-highways call for super-selling of safety. Brakes must be perfect on the cars transporting your loved ones. Why not the same for the customers who see that you can pay your grocer? And the same's true of every other item on a motor vehicle relating to safety. In the pages which follow you'll read how Southerners are Stressing Safety Service. A profit while insuring a life is every whit legal, too, provided your reputation is such that your shop is known for alertness to the needs of the trade, with reliability a keystone.



GM's going after more shop business for its dealers. "Guardian Maintenance" is the name of a service program directed to all GM car and truck owners and goaled toward bringing the vehicle "back home" because "Quality Service Pays in the Long Run" (as the program is keynoted). Several million dollars will be spent in promotion, including consumer ads, to spearhead the campaign.

Has the Brassiere Babe visited your parts department yet? When she comes in she'll tell you all about a survey she's making and she wants to check the brands you represent. Then she'll start making notes as she scans your assorted parts in their bins. Occasionally she'll deposit parts--especially spark plugs--in her ample bosom. She'll have to go to the ladies' room rather often, where she'll hike up her full skirt and redeposit the plugs in a specially-designed girdle with many pockets just the right size for more than 100 spark plugs. Finally, well plugged down, she'll leave and fence the items for 100% net profit. That's what she did at Anderson, S.C. Ask the police department, which went into action when an alert employe saw this revelation and tipped off the boss.

Chrysler's getting in top shape for the 10,000,000-new-car sales year which may arrive by 1965. (Sales this year may easily exceed 6,000,000 if the public continues buying as it has the first three months.) This manufacturer, which lost 100,000 cars in its production schedule because of the long strike at Pittsburgh Glass, will begin fabricating a large part of its own automotive glass early next year at a plant in Detroit. Meanwhile, pilot production is expected to begin in early summer at the \$100,000,000 Plymouth assembly plant at St. Louis which will supply the South, among other areas.

Battery and electrical failures are still the No. 1 cause of breakdowns. The annual study of car service calls for last year by the American Automobile Association also reported that flat tires, the historic trouble leader, was runner-up for the second successive year. The AAA officials said that while extreme weather conditions in most parts of the country during the winter could be blamed for many battery and electrical failures, the situation was aggravated by the large number of electrical accessories installed on cars during the past several years.

CONTROL!



and in trucks, tractors, and cars

OIL CONTROL!

with Sealed Power KromeX Piston Ring
Sets with Stainless Steel Oil Rings

Stainless steel oil rings are the reasons America's largest engine builders are using Sealed Power rings as original equipment.

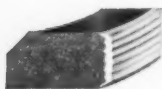
New design . . . new material . . . fully tested! These rings come in fast, control oil even under high vacuum conditions or in tapered and out-of-round bores.

JUST ONE OF THE REASONS WHY

They seat instantly. Here you see cross-section views of both the top compression ring and the stainless steel oil ring. Both the face of the compression ring and the side rails of the oil ring are chrome-plated for long life.

The chrome-facing on the top compression ring is factory-lapped for quick seating. This lapping process is the equivalent of several hundreds of miles of actual engine operation.

The steel side rails of the oil ring are heavily chromed to reduce friction and impart long, efficient life. A special factory applied finish assures immediate seating. The chrome facing has microscopic pockets which hold oil and forms a perfect seal with the bore.



STAINLESS
STEEL
OIL RING

U.S. Pat. No.
2,789,872

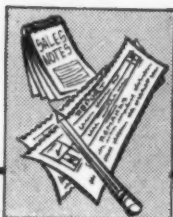
SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power KromeX Ring Sets

BEST FOR RE-RING!

BEST FOR RE-BORE!





Automotive MARKETS

Let's All Have a "Shot"

IF YOU knew of a vaccine to save 21,000 lives a year, would you do your part to promote it?

Would you take a "shot" yourself?

Automotive safety equipment is that "vaccine."

Studies by the Cornell Medical College show that if every car now on this country's highways were equipped with available safety devices, the 40,000 deaths a year due to car accidents could be trimmed to 19,000.

Ford Motor Co. was a pioneer in promoting the development and installation of seat belts, safety door locks, deep-dish steering wheels, padded dashboards, sun visors and shatter-proof rear-view mirrors, but the public admittedly has not been aroused to the value of these and other safety-related items. (Only 24% of Ford's customers last year bought seat belts.)

Cornell's studies have indicated, however, that safety features on late-model cars have saved 250,000 persons from injury of all kinds and of these injuries more than 2,700 could have resulted in death.

Have you genuinely sought to combat the public's indifference?

Within the pages to follow you'll see things which can be done. They represent SAJ's biennial devotion to doing something about it. Let's

STRESS SAFETY SERVICE

Chevy Salesmen Choose Billy Graham as Tops

BILLY Graham, North Carolina evangelist, is America's No. 1 salesman; styling sells more automobiles than any other feature, and the lady of the house has the biggest say-so in showroom decisions.

These points, among others, were agreed upon by most of Chevrolet's 66 champion 1958 retail salesmen when they were entertained by the company in a recent two-day convention in Detroit. As leaders of the honorary Chevrolet 100-Car Club, they accounted for more than \$41,000,000 in vehicle sales last year and represented the company's selling elite from coast-to-coast.

Graham was a two-to-one choice as the country's best salesman, regardless of profession. The champion sellers reportedly affirmed the power of the house-

'59 Trucks to Approach Million

TRUCK PRODUCTION and sales this year may set one of the top notches in history for the industry.

Ford and General Motors officials predicted last month some high peaks of production for the year.

Based on the continuing increase in the sale of Ford trucks, J. O. Wright, Ford Motor Co. vice-president and general manager of Ford Division, predicted the industry would produce more than a million trucks during 1959.

Wright said that "a continuation of the rising sales curve in the truck manufacturing industry will make 1959 one of the industry's outstanding years, exceeding 1958 truck production by approximately 25%."

"Because of increasing sales, our 1959 January-through-March domestic truck production will be more than 50% above production during the same period last year," Wright stated.

Ford truck sales since Jan. 1, 1959, were 39% greater than for the corresponding period of 1958 and were almost equal to truck sales during the same period in 1955. Ford dealers sold 35,714 trucks from Jan. 1 through Feb. 20, 1959.

While in Atlanta for a special truck showing, officials of GMC Truck and Coach Division told SOUTHERN AUTOMOTIVE JOURNAL that production this year should range up to 900,000 units or better. Division production was approximately 40% above the same period of last year.

wife's voice in car purchases by a landslide, but styling, in their opinion, is by far the thing that influences car sales, with performance and economy running a poor second and third.

Rochester Service Sales Hit All-Time High

ALL-TIME total service sales and carburetor service sales records were established in February by Rochester Products Division of General Motors, according to Russell F. Sanders, director of sales and engineering.

Total service sales were 16.7% over the previous record high month in December 1958. The figure covered the sale of complete service units and replacement parts for carburetors, cigarette lighters and fuel pumps. A 19.5% increase in carburetor service sales over the former high month of January 1959 was credited with contributing to the new record month.



Sound Selling TODAY Assures Repeat Sales TOMORROW!

The way in which you sell that car now determines whether or not your customer will be sold on *you* come trade-in time. Advise a reasonable down payment . . . and help him work out terms which realistically fit in with his ability to repay. Don't let your customer stretch out his repayments over a longer period of time than he actually needs. The wise use of Associates Pleasant Purchase Plan can help build more sales for you today . . . and tomorrow. Ask the man from Associates for full details.



ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



Automotive NEWS BRIEFS

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

Looking Ahead

DEALERS

- April 26-29—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst.
- May 7-8—Annual convention of Missouri Automobile Dealers Association, held jointly with Illinois Automobile Dealers Association, Chase Hotel, St. Louis.
- May 10-12—Annual convention of Tennessee Automotive Association, Hotel Patten, Chattanooga.
- May 10-12 — Annual convention of Georgia Automobile Dealers Association, Atlanta Biltmore Hotel, Atlanta.
- May 17-19 — Annual convention of Texas Automotive Dealers Association, Hotel Texas, Fort Worth.
- May 22-23 — Annual convention of New Mexico Automotive Dealers Association, Western Skies Hotel, Albuquerque.
- May 29-June 6 — Annual summer meeting of Automotive Trade Association of Maryland aboard *Queen of Bermuda*, sailing from New York.

L. L. Colbert (left), president of Chrysler Corp., watches J. B. Wagstaff, De Soto general manager and a Tennessee native, put finishing touches on the two-millionth De Soto (a two-door hardtop Sportsman Firedome), completed during the 30th anniversary of the division last month. De Soto built its first million in 20 years and completed the second million in half the time.



- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village, Gilbertsville.
- Oct. 11-13—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.
- Oct. 18-20—Annual convention of Florida Automobile Dealers Association, Robert Meyer Hotel, Jacksonville.
- Oct. 25-26—Annual convention of Oklahoma Automobile Dealers Association, Hotel Tulsa, Tulsa.
- Nov. 15-17—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Jan. 30-Feb. 3—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.
- Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

GARAGEMEN

- June 24-27—Annual convention of Independent Garage Owners of America, Albany Hotel, Denver, Colo.

WHOLESALESA

- April 19-21—Annual convention of North Carolina Automotive Wholesalers Association, Hotel Robert E. Lee, Winston-Salem.
- April 20-21—Spring convention of Middle Atlantic Automotive Wholesalers, Statler Hotel, Washington, D. C.
- May 17-19 — Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Lookout Mountain, near Chattanooga.
- May 17-20 — Annual convention of Automotive Engine Rebuilders Association, Royal York Hotel, Toronto, Ont.
- June 22-23—Annual convention of Automotive Wholesalers Association of Alabama, Stafford Hotel, Tuscaloosa.
- Sept. 27-29 — First convention of Southeastern Automotive Marketing Association, Biltmore Hotel, Atlanta.
- Oct. 16-17 — Annual convention of Automotive Wholesalers Association of Louisiana, Capitol House, Baton Rouge.
- Oct. 21-24—Annual convention and booth conference of Automotive Wholesalers of Texas, Adolphus Hotel, Dallas.
- Nov. 2-5—Annual convention and



Richard E. Krafve has been elected to the newly-created position of group vice-president—commercial for Raytheon Mfg. Co., Waltham, Mass., resigning his vice-presidency with Ford Motor Co., which he had held since 1956. Krafve will direct and coordinate the activities of divisions engaged in the manufacture and distribution of commercial and industrial projects and will also be responsible for planning and directing the commercial acquisition and expansion activities of the company.

- conference of The Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.
- Feb. 10-14, 1960—Automotive Service Industry Show, Coliseum, New York City.
- March 24-27, 1960—Southwest Automotive Show, Automobile Building, Dallas, Texas.

GENERAL

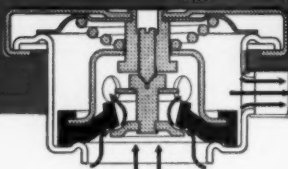
- Oct. 5-7—Annual convention and exhibit of Truck Body and Equipment Association, Sherman Hotel, Chicago.
- Oct. 28-30 — 12th annual convention and trade show of Automotive Parts Rebuilders Association, Roosevelt Hotel, New Orleans.
- Oct. 5-7, 1960—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.

Miserendino Dies in Carolina

Joseph Miserendino, Charleston, S. C., automobile dealer for more than 39 years, died last month at 61. Miserendino had retired as a car dealer, having sold his Packard agency in 1954.

This REVOLUTIONARY Pressure Cap Helps *Stop* Overheating and Coolant Loss

wayne "POSITIVE-SEAL" Radiator Pressure CAP



OLD-FASHIONED pressure caps now in use are only *half* of the pressure control valve. The other half is the radiator filler neck — and if this is nicked, scratched, or distorted in any way, you can't cure the trouble just by replacing with another old-fashioned cap!

8 out of 10 cars need the *full-valve* protection of a WAYNE Pressure Cap. WAYNE's durable, chemical-resistant Buna-N diaphragm provides positive seating...*positive sealing*... even if filler neck is damaged. Put an end to overheating and coolant loss caused by faulty pressure cap action...restore full cooling system efficiency...with the new WAYNE "Positive-Seal" Radiator Pressure Cap.



*Profit's a Snap
with the
New Wayne Cap!*



Meet Mr. Cool Q. Cumber,
— the jolly little character
to be featured in Wayne
promotion to your customers.
You'll be seeing a lot
of him!

Smartest Display in the field...

WAYNE CAPETERIA
displays and stocks 42 cap assortment
of Radiator Pressure Caps,
Locking Gas Caps, Stainless Steel
Gas Caps and Fenderwell Gas Caps.



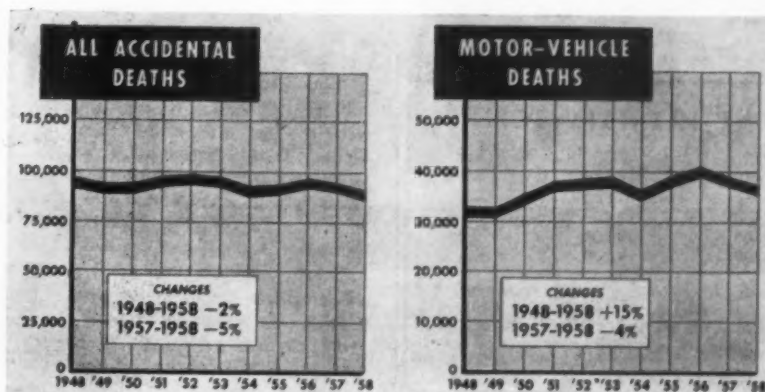
*Also manufacturers of a complete line of Standard
Radiator Caps, Gas Tank Caps, and Oil Filler Caps*

**WAYNE METALCRAFT DIVISION
E. EDELMANN & CO.**

2332 Logan Blvd., Chicago 47, Ill.

Automotive NEWS BRIEFS

(Continued from page 9)



THE NATIONAL ACCIDENT FATALITY TOLL

	1958	1957	Change
ALL ACCIDENTS	91,000	95,307	-5%
Motor-vehicle	37,000	38,702	-4%
Public non-motor-vehicle	16,500	17,500	-6%
Home	27,000	28,000	-4%
Work	13,300	14,200	-6%

Note: The motor-vehicle totals include some deaths also included in the work and home totals. This duplication amounted to about 3,200 in 1957 and 2,800 in 1958. The 1957 all-accident and motor-vehicle death totals are the official figures of the National Office of Vital Statistics. All others are National Safety Council estimates.

Miles-Traveled Deaths Hit Low in 1958

THE death rate per 100,000,000 vehicle miles dropped to a new all-time low of 5.6 last year. There were approximately 37,000 deaths from motor-vehicle accidents in 1958, a four per cent decrease from the preceding year. The vehicle mileage total climbed in '59, which accounted for the record low percentage of deaths when compared with miles traveled.

Disabling injuries resulting from motor-vehicle accidents numbered about 1,350,000 in 1958. Costs, including wage loss, medical expense, overhead costs of insurance and property damage, amounted to \$5,400,000,000.

A fourth of the deaths, 9,600, were from accidents in cities and towns with more than 2,500 population; the remaining 27,400 were in rural areas and towns under 2,500 population.

There were approximately 7,800

pedestrian deaths, a drop of one per cent from 1957, and 29,200 non-pedestrian deaths, a five per cent decline.

The age distribution of deaths and changes from 1957 were:

Age	1958	1957	Change
0 to 4	2,000	1,785	+12%
5 to 14	2,700	2,604	+4%
15 to 24	8,400	8,667	-3%
25 to 44	10,100	11,230	-10%
45 to 64	8,100	8,545	-5%
65 and over	5,700	5,871	-3%

Seat Belt Education Gets Underway

"It's Smart To Use Seat Belts" is the theme of a nationwide campaign recently launched by the United States Public Health Service, the National Safety Council and the American Medical Association—three of the country's top agencies concerned with traffic accidents and injuries.

The campaign of education is aimed at reaching every driver in America to convince him that us-

ing automobile seat belts is the best kind of insurance for minimizing the chances of serious injury if he is in an accident.

According to the agencies, the use of seat belts is an aid, not a substitute for commonsense driving. However, they say, since the help of seat belts in preventing or minimizing injuries in car crashes is endorsed by virtually every recognized authority, the big problem is two-fold: Getting drivers to install quality seat belts and getting them to use them.

The National Safety Council points out that not all seat belts are reliable. Only those manufactured and installed according to the specifications of the Society of Automotive Engineers can be considered acceptable.

Sale and installation of seat belts are reputed to be a profitable business for jobbers and retail dealers, the agencies said. Dealers are advised, however, to look for and demand the seal of approval of the Automobile Safety Belt Institute on safety belts they handle.

C. M. Hall Will Expand Tarheel Facilities

TO EXPAND its production of automotive parts, including mirrors, the C. M. Hall Co. is equipping its plant at Clinton, N. C., with a large, modern electroplating installation, company officials announced last month.

The addition will consist of two double-lane, fully-automatic, return-type plating machines for copper, duplex-nickel and high-temperature chrome. It will have direct-current amperage and voltage capable of placing 25 square feet per carrier arm, plus air-agitated baths and ample filtration capacity.

Marianna Elects Harrison

C. C. Harrison, Jr., Harrison Chevrolet Co., has been chosen president of the newly-formed Marianna (Fla.) Automobile Dealers Association. Vice-president is D. D. McCaskill, J. J. McCaskill Motor Co. (Ford), and J. P. Streetman, Rowe Motor Co., Inc., (De Soto-Plymouth) is the secretary-treasurer.

First in comfort—First in safety—First in Engineering

Columbus, first in America, presents the new



Licensed by
De Carbon

Level-ride

Keeps Heavily Loaded Cars "on the Level"

First to combine

both

in one unit...

**Extra spring
support for heavy
loads *with*
Extra shock
absorber control**

A single, complete, fully-engineered UNIT!

Level-ride is factory-assembled—one complete unit with exactly the right shock absorber, spring, and mounting for each car. No hit-or-miss kit can approach the tailor-made characteristics of Level-ride, specially designed for each make and model of car. No other shock-spring combination matches its performance.

Another Quality Heco Product

Call your jobber, or write—

HECKETHORN MFG. & SUPPLY CO., DYERSBURG, TENN.



"Our Best Safety Promotion"

WE HAVE found our best safety promotion lies in simply doing the job and letting the customer know about it. Impressed and satisfied customers refer customers. Hence we have never had to use expensive advertising."

That's how Wilson Kirksey, owner of Kirksey Motors (De Soto-Plymouth-Rambler-Metropolitan-Simca), Birmingham, Ala., has been going after safety business.

"We check every car (some 2,000 each month) for lights, wipers, horn, brakes, emergency brakes, tires. It saves lives and sells service."

This veteran dealer's reply was one of very few received to a questionnaire mailed by *Southern Automotive Journal* to 400 car dealers and 400 garage operators *Reader Service* in the Southern and Southwestern states. The low return of answers was interpreted to indicate relatively few shops steadily *Reader Service* provide safety service.

K. J. Knollenberg reported that Knollenberg's Auto Service, Snyder, Texas, "inspects brake lining on every brake adjustment. We test-drive every car serviced in our shop."

"We use any influence we can toward legislation for the licensing of auto mechanics and garages so we will have only responsible people servicing autos."

H. G. Spann said that at Eveready Motor Co. (Chevrolet), Waverly, Tenn., "We constantly remind owners of the necessity of keeping their cars safe to drive."

Louis E. Stein said that the program at August K. Stein & Son, Claremont, Va., was to "inform our customers and try to educate the public by personal contact and good work."

Electrical Failure Leads Car Breakdown Causes

THE No. 1 culprit in automobile breakdowns continues to be battery and electrical failures, according to the American Automobile Association's annual study of car service calls.

Extreme weather conditions during the winter months of 1958 were blamed for the huge number of drained batteries and electrical problems, but, according to AAA, the situation was aggravated also by the many electrical accessories installed on cars during the past several years. Still another contributing cause is motorist neglect, the association said, pointing out that too often batteries are taken for granted, seldom checked and allowed to sink to their lowest ebb during winter.

Flat tires were runner-up for the second successive year, and ignition trouble (recorded separately from battery and electrical problems) scored third in the list of motoring headaches with the largest num-

erical gain—up almost one million calls over 1957.

"... and again let me emphasize it is up to each and everyone of us to keep our shops busy."



"Out of gas" calls dropped to eighth place on the list, while calls for a locksmith slipped from tenth to eleventh place.

American Motors Probes Into Electric Car

A JOINT long-range development project to explore the possibilities of an electric automobile has been announced by George Romney, president of American Motors Corp., and Irving I. Schachtel, president of Sonotone Corp., Elmsford (N. Y.) electronics firm.

At present the chief drawback of electric automobiles is the need for recharging the batteries after less than 100 miles of travel. Aim of the new AM-Sonotone project is to develop an electrical powerplant which would be constantly recharged during operation by a generator operated by a small high-performance engine. Similar experimental powerplants tried in the past have failed because of excessive battery size and weight capacity and short life.

The "heart" of the vehicle project will be a sintered-plate, nickel-cadmium battery, like those used in missiles and jet aircraft.

Mr. Car Dealer— What Do You Do When Your Prospect Just Can't Afford A New Car?

We know your primary interest is to sell NEW CARS. And surprising as it may sound coming from us, we hope you do. Otherwise we will be out of business a few years from now.

But when your customer just can't afford a new car, and still must have transportation we suggest a hard sell on the advantages of installing a Rogers engine in his present car. Results?

1. *You make almost as much real money as you make on the new car, washouts considered.*
2. *You put your customer into the lowest-cost-per-mile transportation he can buy.*
3. *You keep the customer.*

Get complete details on the profits you can realize by selling dynamometer-tested Rogers engines. Call or write your Rogers distributor today.



ROGERS
Remanufactured
ENGINES

The Finest Replacement Engine You Can Buy

YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL

25 Southern Dealers Get Chevy Training

TWENTY-FIVE new Southern dealers who received indoctrination training in Chevrolet's new three-week course of study covering management methods, business promotion, service, parts and accessories, advertising and customer relations, held last month in Detroit, were:

Maryland—J. Howard Creswell, Mount Airy; West Virginia—Thomas Baron, Weirton; South Carolina—Talmadge J. Williams, Great Falls; Wade R. Stelling, Hollywood; North Carolina—Edward R. Bell, Statesville; Tennessee—Estil W. Huddleston, LaFollette; Harry H. Sadler, Goodlettsville; Georgia—William M. Harrison, Jr., Augusta; Florida—Calvin A. Floyd, Port St. Joe; Patrick Speight Cantey, Madison; James M. Taylor, Jr., Quincy.

Louisiana—Robert D. Domingues, Lafayette; Arkansas—Harold L. Gwatney, Jacksonville; James C. Pendleton, El Dorado; Missouri—John I. McClain, Kennet; George W. Miller, St. Louis; Oklahoma—Owen C. Northcutt, Lindsay; Texas—James R. Grimshaw, Olney; Bailey L. Toliver, Haskell; Chester E. Scott, Jr., Groveton; Cecil D. Card, Fort Stockton; Hylan Davis, Corsicana; New Mexico—Robert E. Rhien, Farmington; Carl A. Ciminno, Espanola; Kentucky—Dan K. Taylor, Fulton.

Associates Investment Promotes Gilbert

GE. "MIKE" Gilbert, assistant vice-president of Associates Investment Co., South Bend, Ind., has been promoted to head up the company's wholesale-credit department, succeeding D. H. Monneysmith, who retired March 28 after 31 years' service.

Gilbert, who had been eastern division assistant vice-president since December 1957, was formerly regional manager of the company's New Orleans, La., region and has been with Associates for 19 years.

Edwin O. Grote, New Orleans regional manager, replaces Gilbert. He joined the company in 1947.



Sydney A. Skillman (top), vice-president and general sales manager of Studebaker-Packard Corp., and Benson Ford (bottom), vice-president of Ford Motor Co. and chairman of its dealer policy board, will be among the speakers at the 24th annual convention of the North Carolina Automobile Dealers Association at the Carolina Hotel, Pinehurst, April 26-29.

13 Southerners Named In AMC Honor Club

THIRTEEN Southerners have been named officers in American Motors Corp.'s Sales Honor Club, of which Elmer Johnson of Nash Great Lakes, River Rouge, Mich., is national president by reason of his having sold more cars last year than any other Rambler salesman in the country.

Top Southern salesmen, named honorary president and vice-president, respectively, of zone chapters, are: District of Columbia—Don Beaumont, Posner Motors, Baltimore, and R. M. Clarke, Armstrong Motors, Washington; Atlanta—E. P. Butler, Jr., Southern Motors, Savannah, Ga., and

John C. McLean, Hardy Motor Co., Mobile, Ala.; Cincinnati—Jack Reynolds, Myers & Myers, Maryville, Tenn.

Kansas City—Tom Holt and Dale Williams, Kansas Rambler, Kansas City, Kan.; Memphis—E. W. England, England Motor Co., Fort Park, Ark., and R. C. Parker, Rowell-Parker, Hot Springs, Ark.; St. Louis—Ray Anderson, Compton Motors, Maplewood, Mo., and Tom Smith, Jr., Tom Smith Motors, Lemay, Mo., and Dallas—Ray Wiley, Irving Nash, Irving, Texas, and James O'Connor, French & Morrow Rambler Sales, Fort Worth, Texas.

Garagemen Launch Tarheel Drive

ADRIVE to corral members in North Carolina is being conducted this month by Ralph H. James of Tulsa, executive director of the Independent Garage Owners of America.

Meetings were planned for Winston-Salem, Charlotte and Asheville, either before or after James will have spoken at the annual convention of the North Carolina Automotive Wholesalers Association at Winston-Salem April 19-21.

Meetings in Illinois in the last three months have resulted in more than 100 memberships. Thirty-eight joined at Rockford.

Two allied (manufacturer) members have joined recently. They are Perfection Gear Co. and The Gabriel Co.

San Antonio Firm Reveals Record Sales Year

DISCLOSURE that 1958 was a record sales year for Reliable Battery Co., San Antonio, Texas, was made at the company's 41st annual sales convention last month.

The three-day session brought together district and branch managers from an eight-state area. Attention was focused on the improved battery facilities at the local factory, and on an expansion program occasioned by the firm's construction of the Permalife Glass Fiber plant, recently purchased from Pittsburgh Glass Co.

(More News Briefs on page 175)

3-MOUNTAIN -YEAR THE WORLD'S WITHOUT A

For years Lasco MOUNTAIN MASTER Brake Lining has been guaranteed for A FULL 3 YEARS! Competitive brake lining manufacturers have been searching their dictionaries for "superlative terms" to describe the "quality" of their product—but regardless of what they "say," no one competitor comes even near MOUNTAIN MASTER'S 3-YEAR GUARANTEE.

WHY? Because they know the "champion" and that they are "licked!" Competitive manufacturers don't dare to meet the challenge—they know their own products won't stand up to MOUNTAIN MASTER and a 3-year guarantee!

Lasco "MOUNTAIN MASTER" SUPER BLOX
THREE YEAR
Certificate of Guarantee

Owner's Name _____ Date _____
City _____ State _____
Make of Car _____ Model _____ Year _____
Speedometer Reading _____
Name Brake Service Station Installing _____
"Mountain Master" Super Blox _____

Address _____ Telephone _____
Signed _____
Remarks _____

(See Reverse Side for Conditions of Guarantee)
Return Duplicate Copy to Your Lohr Spring & Tire Branch



Lasco Brake Blox are engineered by an exclusive, patented process and "iron-clad" for amazing strength and durability. Available in drilled and undrilled sets in three different types: VICTORY—high friction, MOUNTAIN MASTER—medium high friction, and LOGGER—medium friction.

NOTICE!
VOLUME BRAKE BLOCK DISTRIBUTORS
special money-making deal
write us today

MASTER (Iron-Clad) GUARANTEE CHAMPION CHALLENGER

A CHALLENGING FACT—Many new car dealers have installed Lasco MOUNTAIN MASTER Brake Lining before delivering new cars to customers! They, like thousands of others, are LEARNING FAST that there is no brake lining in the world like MOUNTAIN MASTER! Lasco MOUNTAIN MASTER is the favorite of race car drivers, transportation companies, rough grading logging operators and carmen all over America to lick tough brake jobs.

WE INVITE CHALLENGE TO MAKE STATEMENTS!

No other brake material made in America gives such phenomenal service that can be guaranteed 3 full years in passenger car use, and needing only about one adjustment a year.



**76%
SALES
INCREASE
IN 1958**



ORDER NOW...

LASCO
BRAKE PRODUCTS
CORP., LTD.

Subsidiary of
LAHER SPRING AND TIRE CORPORATION

DALLAS, 2815 MADISON ST. • MEMPHIS, 300 MADISON AVE.
ST. LOUIS, 2111 Locust St. • PITTSBURGH, 1515 Penn Ave. • KANSAS CITY, 1515 McGee St.
LOS ANGELES, 407 8th St. • FORT WORTH, 303 Commerce St. • SAN FRANCISCO, 1617 17th St.
SALT LAKE CITY, 541 So. State St. • SEATTLE, 114 E. Pike St. • PORTLAND, N.W. 15th & Davis
SPOKANE, 1319 W. Second Ave. • SACRAMENTO, 1217 16th St.

SHOE EXCHANGE: Lasco passenger car shoe exchanges are available in bonded or riveted sets using same supreme quality lining in two grades, MOUNTAIN MASTER and Lasco BLUE LABEL. Both made by Lasco—when you order LASCO you get LASCO—no substitutes. TRY IT—DEMAND IT—it will make you friends and money!



NEW TUNG-SOL 536

Two-Terminal HEAVY DUTY FLASHER

*For replacement in vehicles originally equipped
with standard two-terminal flashers*

**Like the three-terminal 534 and 535,
it's built with twice the life of other flashers**

For the first time... a two-terminal heavy duty flasher that meets the requirements of the biggest part of the truck replacement market as well as the vast majority of passenger car trailer applications — U-haul, boat and house trailers.

The new Tung-Sol 12-volt 536 is identical in performance with the 534 three-terminal type: It flashes one to six 21cp or 32cp lamps without a perceptible change in the flashing rate... delivers an instantaneous four-lamp emergency warning... lasts twice the life of other flashers... insures more positive action and great dependability. Electroswitch Division, Tung-Sol Electric Inc., Newark 4, New Jersey



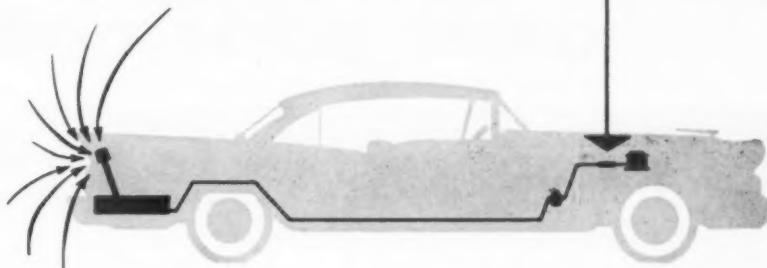
TUNG-SOL® — *First in Flashers*

**ALREADY BREAKING
SALES RECORDS**



CARTER

IN-THE-LINE GASOLINE FILTER



GET YOUR SHARE

Trade Reports:
**"CONSUMER EXCITEMENT,
STRONG SALES!"**

Completely new idea in gas filters—sweeping the country on a wave of sales! Totally new design concept with terrific motorist appeal... moves fast at \$3.95 plus installation. Not a "paper" element, but a genuine Micro-Ceramic Filter—plus patented Magnatrap® and Automatic Bypass Relief Valve! Laboratory and road tested and proved—maximum filtering performance for *one full year* of normal driving without filter replacement. Complete, powerful promotion package—and 3 out of every 4 motorists are prime prospects!



Endorsed by

Tom McCall

famous automotive authority
"traps road dirt, frees power!"

FREE!

With initial order for Carton of 10 Filters, each in handsome individual package, you get Display Rack, handy Tube Cutter, Window Posters, Consumer Folders. Don't miss your share of profits... stock up now... call your Supplier today!



Tom is known to millions of motorists... when he says something, they stop, look, and buy! Tom's famous face is featured in Carter's mighty selling push to promote In-The-Line Filter sales for you!



CARTER CARBURETOR

DIVISION OF QCF INDUSTRIES, INCORPORATED
ST. LOUIS 7, MISSOURI



SELLING SLANTS

MONEY-MAKING FACTS

For sales "PERFORMANCE offer your customers

"SPARKY" says...

PERFORMANCE

...out of this world!



Great for Kids,
Order Your "SPARKY"
Here!



SPECIAL PROMOTION ADVERTISING will announce the "Sparky" offer to your customers in *Life* magazine, along with a special AC commercial promoting the vinyl inflatables offer on AC's popular television program, "Zorro".

And, in April and May, AC will support your sales efforts and "Performance Out of This World" campaign with . . . full-color, full-page ads in *Life*, *The Saturday Evening Post* and other nationally circulated publications . . . AC Spark Plug commercials on the ABC-TV adventure series, "Zorro" . . . and outdoor advertising on billboards in every large community.



OF THE MONTH !

FOR DEALERS

OUT OF THIS WORLD" "SPARKY" INFLATABLES!

A NEW KIND OF TRAFFIC BUILDER will help you spark AC sales this spring, during AC's "Performance Out of This World" spark plug campaign. An outstanding, traffic-building display for your station window includes a giant "Sparky" float toy and colorful window trim featuring the spring campaign theme . . . and a unique, customer offer.

During the campaign, you can offer your customers "Sparky" vinyl inflatables, like the one in your AC Spark Plug Window Display . . . a traffic builder if you've ever seen one!

You can buy a quantity of the vinyl inflatables at a special, low price and use them with "service specials" . . . such as the sale of a new set of AC Hot Tip Spark Plugs. And, you can provide AC order forms which will allow your customers to purchase the giant "Sparky" float toys at about half the normal retail price.

STORE SMALL PARTS IN THE AC STORAGE RACK! AC's new, small-parts storage board is the handiest, time-savingest parts holder ever. It's a sturdy, 18" x 24" all-metal board to which 18 small glass jars are attached. Just hang the colorful rack in a convenient location. Then store nuts, bolts and other small items in the handy removable jars. The parts are plainly visible and easy to get to. To help speed spark plug installation, the bottom of the storage rack includes an up-to-date AC Spark Plug Specifications Chart.

YOU CAN HAVE ALL THREE . . . Unique AC Spark Plug Display and "Sparky" inflatable . . . The new AC rack . . . and, a set of 8 AC Spark Plugs worth \$8.24 is the AC SPM-48 SP promotion package. To obtain the package here is all you do:

Include \$8.24 with your order for any 48 AC Spark Plugs and you will receive SPM-48 Promotion Package.

When you have sold the set of AC Spark Plugs you have recovered \$8.24. The profit from the sale of the spark plugs pays for the promotion package!

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS



CALL YOUR REGULAR



SUPPLIER TODAY!





SELLING SLANTS

MONEY-MAKING FACTS

BALLOON YOUR AC WITH "TRAPPER"

"TRAPPER" SAYS...

Get a clean start!

Ac OIL FILTER

CHANGE OIL and FILTER TOO!

Great for Kids,
Order Your "TRAPPER"
Here!

SPECIAL PROMOTION ADVERTISING will announce your "Trapper" offer in *Life* magazine, along with a special AC commercial featuring the vinyl inflatables offer on AC's popular television show, "Zorro".

And, during April and May, AC will support your sales efforts and "Get A Clean Start" campaign with . . . full-color, full-page ad in *The Saturday Evening Post* . . . AC Oil Filter commercials on the ABC-TV adventure series, "Zorro" . . . and outdoor advertising on billboards in every large community.



OF THE MONTH !

FOR DEALERS

OIL FILTER SALES VINYL INFLATABLES!

A **UNIQUE DISPLAY AND CUSTOMER OFFER** will help you increase AC Oil Filter sales during AC's "Get A Clean Start" oil filter campaign this spring. The display includes a giant "Trapper" inflatable float toy and attractive window trim featuring the spring campaign theme . . . and an unusual customer offer.

During the campaign, you can offer your customers "Trapper" inflatables like the one in your AC Oil Filter Window Display . . . just the thing to build traffic *and sales* this spring!

You can buy a quantity of the vinyl inflatables at a special, low price and sell or give them away with "service specials" . . . such as a change of oil and AC Oil Filter. Or, you can provide AC order forms which allow your customers to purchase the giant "Trapper" float toys at about half the normal retail price.

NEW 16-PIECE "BALLERINA" DINNERWARE SET, created by Universal Potteries, will decorate your table and please your wife. This fresh, new dinnerware set is designed in the handsome Harvest Wheat Pattern, with a 22-carat gold edge and a cluster of wheat on each piece in the set. Sturdy, good-looking and oven-proof, each piece of this high quality dinnerware is guaranteed against glaze cracking due to heat or cold. In the service for four, the set includes four luncheon plates, four dessert dishes, four cups and four saucers. Additional pieces of this serviceable dinnerware are available in open stock at leading department stores.

GET THESE THREE in the AC Oil Filter Promotion Package for spring . . . The unique AC Oil Filter Display and "Trapper" vinyl inflatable . . . 16-piece set of high quality dinnerware . . . and, three AC Oil Filter Elements worth \$7.60! To obtain this package here's all you do . . .

Include \$7.60 with your order for any 24 AC Oil Filters and the OFM-49 Promotional Package! When you have sold the three extra AC Oil Filter Elements you have recovered \$7.60. The profit from the sale of the extra elements pays for the promotion package!



**CALL YOUR REGULAR
AC SUPPLIER TODAY!**



AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS



SELLING SLANTS

MONEY-MAKING FACTS

Open her eyes . . .

**with this multi-colored
Sheet and Pillow Case set!**



Get it for her with this AC Fuel Pump Promotion

Here's your chance to give your little lady a pleasant surprise and build your Spring fuel pump sales at the same time. Join the big Spring AC Fuel Pump Promotion and bring home this truly beautiful, truly different sheet and pillow caseset, designed by famous Cannon Mills. The set includes one double-bed (size 81" x 108") sheet and two large pillow cases (42" x 36"), all in multi-colored stripes and gift-wrapped to really open her eyes. The material is Cannon Combspun Percale, highest quality in the sheeting industry. She'll love it . . . and she'll love you, too . . . for your thoughtfulness.



All you do is . . .

Include \$8.70 with your order for any 6 AC Fuel Pumps and you'll receive the FPM-50 Package which includes: the Cannon Combspun percale sheet set and the popular #4460 AC Fuel Pump for Chevrolets. When you sell the pump, you recover your \$8.70 investment. The profit on the sale of the extra pump pays for the promotion package.

Pump up your Profits with **AC Fuel Pumps!**

OF THE MONTH !

FOR DEALERS

New Model AC Tester Adjusts to All Air Cleaner Sizes!



Now, with new cars coming out with many different sizes of air cleaners, AC has solved the problem of testing all sizes with just one tester.

This new model AC air cleaner tester can be quickly and easily adjusted to fit any size dry-type cleaner—from small to very large circumference.

New Air Control Valve Does It!

The new air control valve (shown left) permits the adjustment. New easy-to-follow instructions are printed right on the tester.

Once adjusted, the new model works just like previous models. It shows you instantly whether an air cleaner is functioning properly, whether it is partially clogged and needs cleaning or whether it is completely clogged and should be replaced.

It's an excellent demonstration for customers—helps make air cleaner sales on the spot.

Your Present Model "M" Brought Up To Date **Without Charge!**

As you may know, the present Model "M" AC air cleaner was introduced in 1957, when there was a limited number of types and sizes of air cleaners in operation.

If you purchased one of these models, AC now makes it possible for you to bring this tester up to date . . . *without charge*.

AC has developed a special conversion kit

that includes the new air control valve, a new tube and new instructions for operating. With this kit, your present tester can quickly be converted, so you can test any size cleaner. In fact, it becomes a new model tester.

Your AC representative will contact you soon . . . and make this conversion. Again . . . *no charge for the service*.

Get your new tester now from your regular AC supplier and get more air cleaner business by selling **AC DUST-TITE AIR CLEANERS!**

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

Not all bonded brake shoes are as safe as

Raybestos

NOW! Raybestos adds NBC "Monitor" on top of all other national advertising to pre-sell your customers and prospects on this story!



This spring and summer your customers and prospects will be hearing about Raybestos, America's favorite brake lining, again and again on the country's most famous radio program—NBC's "Monitor." Raybestos will also fire a steady barrage of ads from the pages of *Motor Life*, *Motor Trend*, and *Hot Rod* throughout the year. The result will be more brake work for you. And with Raybestos it's highly profitable. Just three relines a week at \$30.70 per job means you clear \$47.61 a week.

For a large size copy of this chart, write to Raybestos Division, Raybestos-Manhattan, Inc., Bridgeport 2, Conn.



Display this attention-getting curb sign to let everyone know you are a brake specialist.



Raybestos Brake Service Clinics (sponsored regularly by Raybestos jobbers) feature newest film with details of brake service.

For greater profits, use the

Raybestos 7 POINT BRAKE CHECK
(includes adjustment)

See your jobber for details

RELINING WITH

Raybestos

AMERICA'S BIGGEST SELLING FRICTION MATERIAL



RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.
RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Brake Fluid • Clutch Facings • Industrial Rubber • Mechanical Packings • Asbestos Textiles • Engineered Plastics • Sintered Metal Products • Rubber Covered Equipment • Laundry Pads and Covers • Abrasive and Diamond Wheels • Industrial Adhesives • Bowling Balls

WHY RANK RAYBESTOS ABOVE ALL THE REST? SEE FOR YOURSELF—MAKE THIS COMPARISON TEST!

	Raybestos	Competition
1. Approved by U. S. Government under lined brake shoe specification No. KKK-B-00640	X	
2. Produced by a basic manufacturer of brake shoes	X	
3. Produced by a basic manufacturer of bonding cements	X	
4. Produced by a basic manufacturer of brake lining	X	
5. Laboratory tested on dynamometers	X	
6. Proving ground tested on one of the largest company-owned test fleets	X	
7. Contain no drum-scoring wire backed linings	X	
8. Every shoe shear tested for bond strength	X	
9. Ground as follows to meet vehicle manufacturers' specifications: a. Standard Contour Ground b. Contour Anchor Ground c. Contour Cam Ground	X	
10. For use on power or manually operated brakes	X	
11. Linings made by 8 different manufacturing processes	X	
12. Right combination of linings for each make and model car	X	
13. Produced by supplier of brake lining to original equipment vehicle manufacturers	X	
14. Branded with manufacturer's name, number and shoe position	X	
15. Come in sealed boxes for customer protection	X	
16. Reduce your overall investment in cores	X	
17. Give maximum coverage with minimum inventory, yet have no improper substitutions	X	
18. Bonded under factory specifications and supervision	X	
19. Linings properly positioned on shoes	X	
20. Acclaimed the first choice of car owners and the trade in independent surveys	X	
21. Advertised to car owners in national magazines and on network radio	X	

McQUAY-NORRIS

makes the finest bearings
in the world

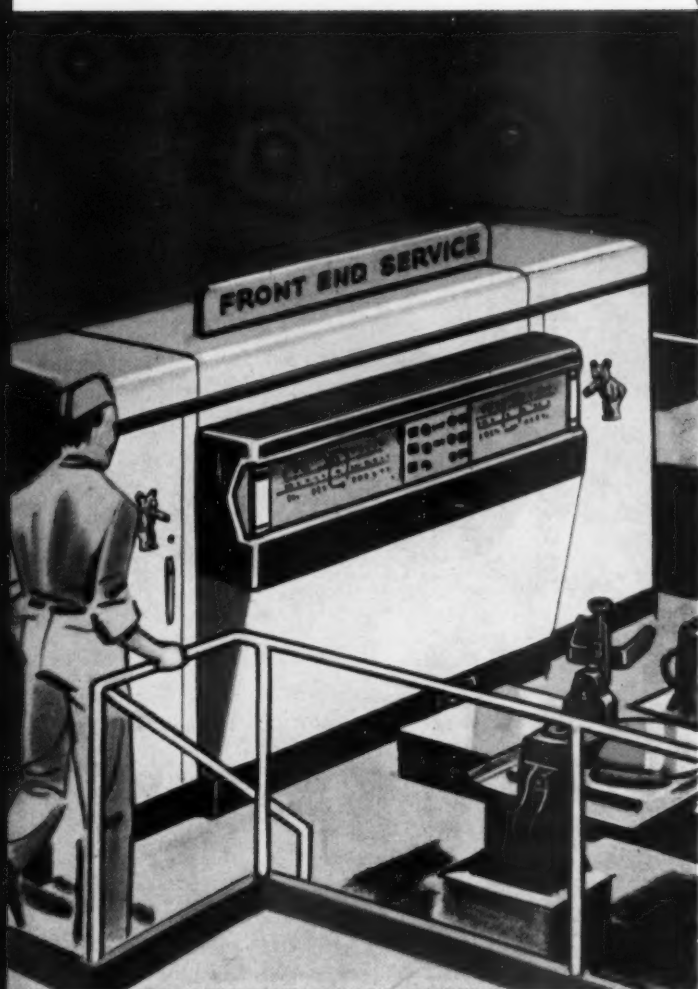


More than **6300** different numbers—complete coverage of all needs. Highest quality. Easy to install. Fast, nearby service.

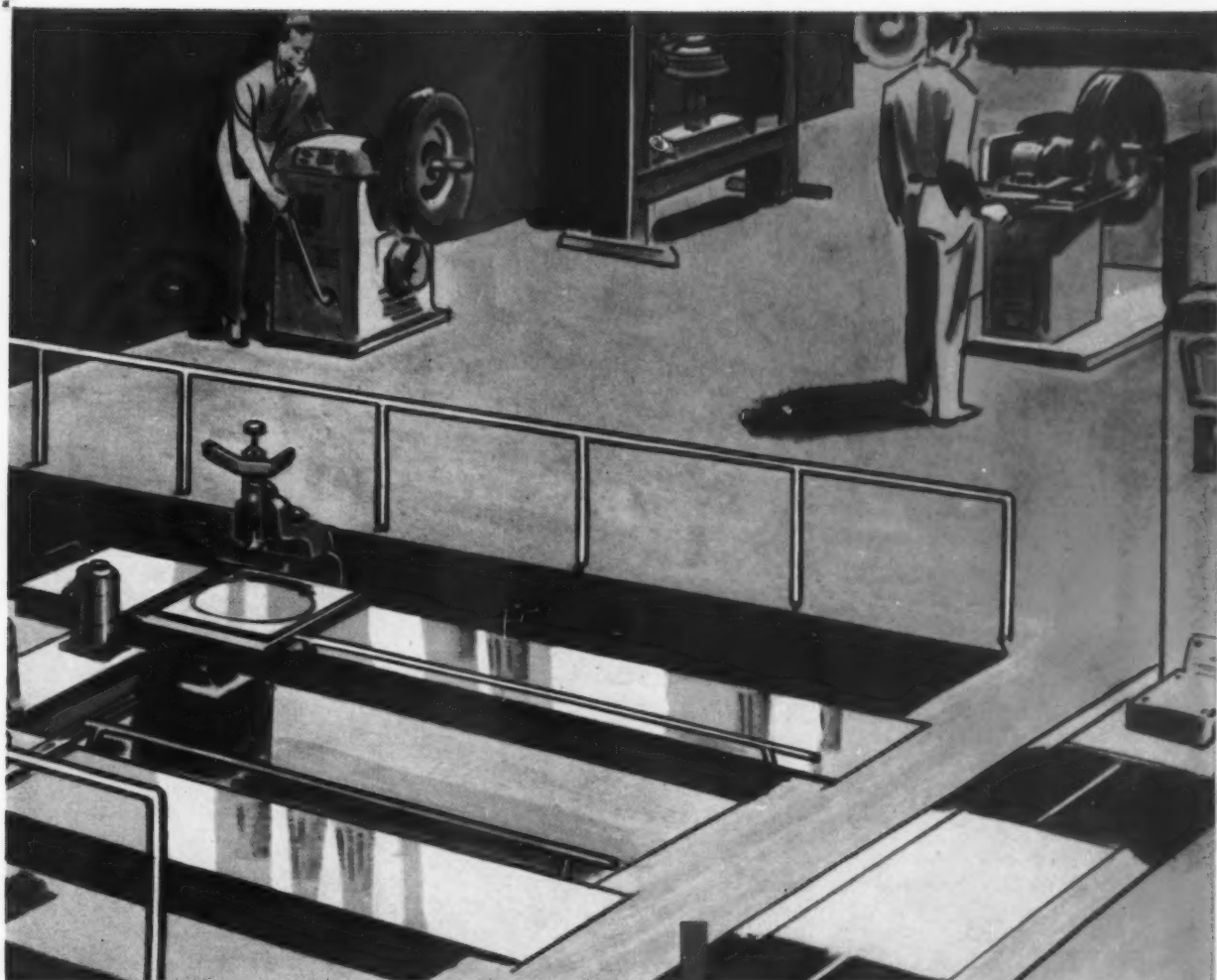
**McQUAY-NORRIS
MANUFACTURING CO.
ST. LOUIS • TORONTO**

**BEAR
OPENS
A NEW
WIDE,
WIDE
WORLD**

**OF
PROFITS,
PRESTIGE
AND
PRECISION**



**THE
SALES
BUILDING
Telaliner
SERVICE**



This precision wheel alinement and front-end correction service has undoubtedly made more money, for more shops, than any piece of safety service equipment ever designed! And, the famous Telaliner is only one of a complete line of over 50 major pieces of service equipment and tools you'll see *in action* in the new, *free Bear Profit Idea Book*... a husky, full-color book brimming with proven profit ideas... page after page of the most modern advancements in alinement, balancing, body-frame, and safety testing equipment... shown in a wealth of business-building shop layout ideas.

BEAR.

...the most famous name in alinement and balancing service brings you the world's most complete line



All Bear Equipment is easy to buy with your Bear Jobber's "Pay-Out-Of-Profits" Plans

CLIP COUPON TODAY FOR YOUR FREE COPY!

Bear Mfg. Co., Dept. S-1 Rock Island, Ill.

Without cost or obligation, have your representative call to present my FREE copy of the new "Bear Profit Idea Book."

NAME.....
FIRM.....
ADDRESS.....
CITY.....ZONE.....STATE.....



ASK EACH OF YOUR CUSTOMERS

Offer to make a quick check-up...You'll

HOW SAFE ARE YOUR BRAKES

Power Brake Unit, Master Cylinder, Foot Pedal, Parking Brake Linkage, Brake Shoes, Tubing and Hose, Wheel Cylinder, Brake Actuating System, Foundation Brakes, Brake Shoes.

ALWAYS CHECK YOUR BRAKES EVERY TIME YOU STEP ON YOUR BRAKE

1. MASTER CYLINDER PUSHERS FLUID THROUGH LINES AND BRAKE HOSE. 2. BRAKE FLUID MOVES WHEEL CYLINDERS. 3. WHEEL CYLINDERS PUSH BRAKE SHOES AGAINST DRUMS.

WHEN BRAKE HOSE NEEDS REPLACING

WHY WHEEL CYLINDERS SHOULD BE SERVICED OR REPLACED WHEN REPAIRING TO PREVENT LEAKAGE

CAUSES OF LEAKAGE IN MASTER CYLINDER

USE the new WAGNER LOCKHEED WALL POSTER
... It makes it easy for you to show car owner when and why brake service is necessary. It helps you makes sales
(To obtain wall poster, priced at \$1.00, see your Wagner supplier, or use coupon at right)

LOCKHEED BRAKE PARTS, FLUID EXCHANGE, SHOCKS AND SPRINGS - AIR HORNS - AIR BRAKES - TACHOGRAPHS

"HOW SAFE ARE YOUR BRAKES?"

find many cars need brake service!

Wagner® Lockheed

BRAKE PARTS • FLUID • LINING

enable you to restore "new-car"
safe braking efficiency

A large percentage of cars that drive into your place of business need brake service—but owners may not be aware of the true condition of the brake system. A check-up, and your use of the Wall Chart (shown at left) will help make sales. For best results in service work use Wagner Lockheed products.

WAGNER LOCKHEED BRAKE PARTS are made to the same specifications as Wagner parts used for original equipment. Line includes master and wheel cylinders, pistons, springs, cups, boots and hose.

WAGNER POWER BRAKE REPAIR KITS are available for all makes of passenger cars. Each Kit contains a "HOW-TO-DO-IT" Installation Instruction Sheet.

WAGNER LOCKHEED BRAKE FLUID has correct chemical balance to function efficiently under all operating conditions. **HEAVY DUTY** surpasses S.A.E. Spec. 70R1 ... Super **HEAVY DUTY** 21-B surpasses S.A.E. Specs. 70R1 and 70R3. Both conform to Federal specifications.

WAGNER LOCKHEED BRAKE LINING is available in sets, blocks, rolls, slabs, cut segments, and on shoes.

WAGNER EXCHANGE BRAKE SHOE SETS are contour ground for maximum contact with drums. For all popular passenger cars and some light trucks. Available in standard and over-size thicknesses.



Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.
(Branches in principal cities in U.S. and in Canada)

Please send the following:

- ① ☐ AU-1209 Wall Poster ... \$1.00 enclosed
- ② ☐ HU-375 Brake Service Manual ... \$1.00 enclosed
- ③ ☐ AU-1 Catalog FREE

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & STATE _____

WAS-16

ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

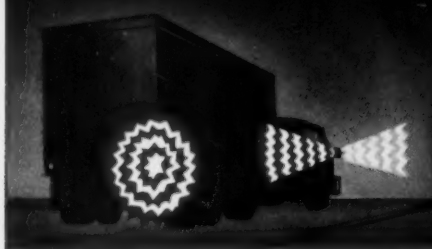
NOW

Push Button Control
with . . .

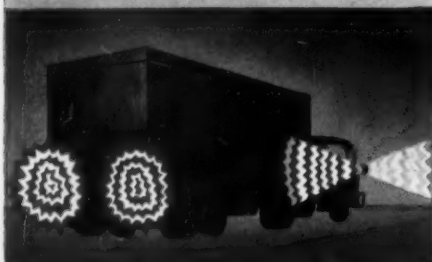


K-D's new and different **PUSH BUTTON SWITCH***

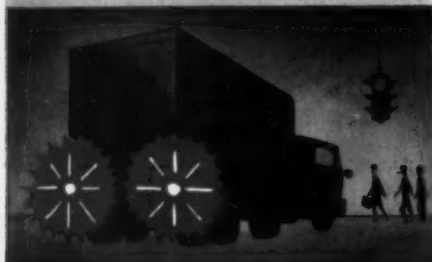
for Turn Signals and 4-Way Flashing



TURN SIGNAL Push one button . . . front and rear signals flash. Fast, sure warning that vehicle is turning or passing.



FOUR WAY FLASHING Until driver can spot flares, he simply pushes both buttons. *All four signals flash* warning that unit is stalled and in trouble!



STOP AND REAR LITES Lamps in K-D's rear Class A Turn Signals become stop lites, when brakes are applied . . . tail lites at night.

Revolutionary . . . unique . . . this is the Turn Signal Control you have always wanted. As simple and wear-proof as your electric light switch. Push "L" button and left lights are on. Push "R" button and right lights are on. Push both buttons and *all four signals flash roadside distress!* Top "C" button cancels.

No wonder the biggest buyers are switching to K-D's *Push Button Switch* on sight! The most revolutionary safety control . . . as you'd expect . . . by K-D's pioneering engineers.

TROUBLE-FREE K-D's *Push Button Switch* has only a few working parts. There's nothing to wear out. So, we're glad to give you a life-time guaranty against trouble.

EQUIP FOR SAFETY Before an accident to a truck delays your delivery schedule, put a positive-action K-D *Push Button Switch* on each of your units. Ask your jobber salesman tomorrow for enough Push Button Switches and K-D Turn Signals to equip your whole operation. It will be your biggest step toward maximum safety in 1959!

*Patent Applied For

K-D LAMP COMPANY

1910 ELM STREET • CINCINNATI 10, OHIO

Warehouses: Atlanta • Boston • Charlotte
Chicago • Dallas • Kansas City • Los Angeles
Memphis • Minneapolis • New York • Philadelphia
San Francisco • Seattle

The Complete Line Turn Signals, Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Marker Lites are representative of K-D's complete single-source-service of Automotive Saftee Products.



WHICH PIPE IS EASIER TO SELL?



New! Merit Ever-Nu Pipes . . . Won't Rust in Stock

An important "first" in the industry. Now you can keep an adequate stock of pipes. And each pipe will be as bright the day you install it as the day it was made. Thanks to Merit's amazing Ever-Nu process, apologies for "new pipes with an old look" are a thing of the past. For Merit Ever-Nu pipes stay shiny and new looking in stock.

Ever-Nu applies two non-oily, rust-resistant coatings especially designed to keep pipes rust-free . . . even after long periods of storage. Every Merit pipe gets this protection.

Timely product advances like Ever-Nu—the result of Merit's continuing program of product improvement—are among the reasons why Merit has rocketed from 13th place to the Big 5 nationally in just 3 years. Join the big move to Merit now. Call your Merit Jobber.



Salt spray test simulates months of storage. Section of pipe treated with Ever-Nu process still looks new . . . the untreated pipe is badly rusted. (Photo from test by independent laboratory.)



MERIT

*The big move is to Merit
because Merit makes sales happen*

MUFFLERS AND PIPES

Dept. 5D, 619 Smith St., Toledo 1, Ohio

LET US SIOUX- VENIR YOUR CAR!



The profits that bloom in the spring!

In the spring a man's thoughts turn lightly to those extra spring profits, and to the equipment that speeds the work!

The SIOUX Heavy Duty No. 1200 Polisher illustrated is a favorite in shops and service stations. It has a balance and a touch combined with speed and power that assure the finest results with minimum labor cost. Sioux dependability makes it the best buy in the long run.

SIOUX polisher No. 1202 is a well-balanced, easy to handle polisher for intermittent service in smaller shops, as an auxiliary polisher, and for waxing operations.

SIOUX Auto Polish quickly cleans and polishes all lacquers, synthetic and enamel surfaces in one operation. It restores the brilliant lustre and fullness of color of the original finish.

SIOUX-VENIR wax for machine and hand veneering combines a plastic base with durable compounds to produce a hard glazed finish of lasting beauty.

SIOUX-VENIR streamers for windows, and SIOUX-VENIR stickers for windshields help sell more polish jobs.



ALBERTSON & CO., INC.
SIOUX CITY, IOWA, U. S. A.

AIR IMPACT WRENCHES • AIR SCREWDRIVERS • ELECTRIC IMPACT WRENCHES • GRINDERS
• SANDERS • ABRASIVE DISCS • POLISHERS • FLEXIBLE SHAFTS • SCREWDRIVERS
• PORTABLE SAWS • VALVE GRINDING MACHINES



SIOUX Auto Polish



SIOUX-VENIR Wax



"We sell 5 times as many belts since switching to Gates"

**Says Fay McAvoo, manager of Chas. Harris
Conoco Service, Muskogee, Oklahoma**

"We used to sell about 20 belts a month," says Mr. McAvoo, "but since changing to Gates, we often sell as many as 100 a month."

"Our customers are sold on the quality of Gates V-Belts. The selling-helps that Gates supplies, such as the Gates Mystery Car Campaign and wonderful cataloging, make it easy for our men to sell belts."

Gates station-tested sales methods can help you, too, to get a higher turnover on V-belts...to make more money...to keep your customers satisfied. Gates sales-building methods are used with—

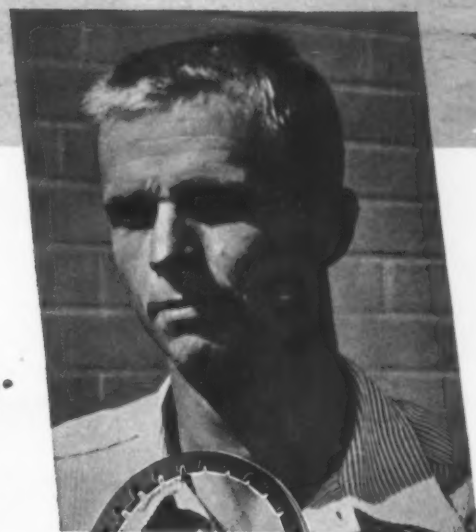
NO bother to customers—NO service slow-down.

Changing over to the top-profit Gates line is easy, and you won't lose a penny on your present stock. Simply call your Gates supplier, and he'll make the switch promptly.

The Gates Rubber Company • Denver, Colorado



World's Largest Maker of V-Belts



TPA 379

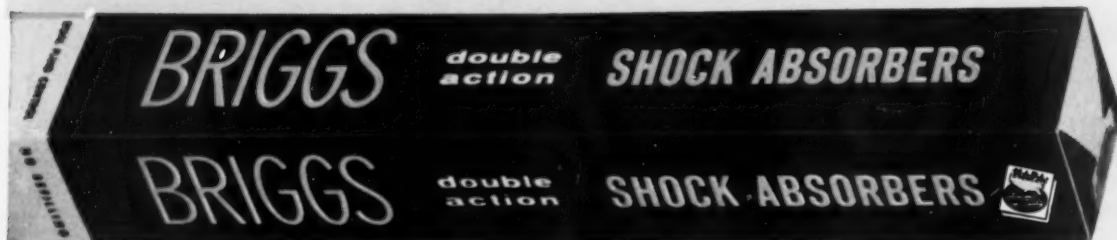
Gates Vulco V-Belts

\$15⁰⁰ AN HOUR!

**BRIGGS BUILDS SHOCKS FOR EVERY CAR
TO HELP YOU CLINCH EVERY SALE!**



IMPERIAL
Adjustable



STANDARD
Regular Duty



BRIGADIER
Heavy Duty

THERE'S BIG MONEY IN SHOCKS ... ESPECIALLY IN BRIGGS!

You'll agree, 15 bucks an hour is pretty darn good pay for an hour's *easy* work. And that's how much you will be able to stick in your pocket when you remove four old, worn shock absorbers and replace them with a set of Briggs. The profit varies, depending upon the shocks you install—but 15 bucks is average. And boy, *what a market!* Half the cars and light trucks on the road *need to replace* old, worn shocks today. All you do is check 'em, show 'em, sell 'em. And the installation is a cinch. Briggs furnishes you with everything you need—all the dope on how to check—where to spot bad shocks—how to install—how to sell.



BRIGGS FURNISHES THE SALES HELPS TO HELP YOU SELL!



Wall Chart!



Catalog!



Window Streamers!



How-to-Sell Book!



Envelope Stuffer!



"Nut-Cracker" speeds removal!



Steering Wheel Tag!

See your NAPA Jobber without delay!

BRIGGS

Join the Parade of Profits
... cash in on the
NAPA Parade of Parts in

SHOCK ABSORBERS

The Briggs Shock Absorber Co., Cleveland 15, Ohio



LIMITED TIME OFFER!

This \$10.95 Television



GLOLITE

**FOCALIZER
LIGHT EASES
TV EYE
FATIGUE!**

GENUINE
NUMECHRON
"Time At A Glance" CLOCK
MANUFACTURER'S
SUGGESTED
RETAIL PRICE **\$10.95**

**You get all these features with the
GLOLITE television clock...**

- Luminescent GLOLITE window glows in the dark
- Useful as *night light* in home or place of business
- Plastic case in attractive walnut finish
- Easy to read, bold, colorful numerals
- Self-starting NUMECHRON electric clock
- U.L. Approved motor and cord
- Guaranteed by manufacturer for 25,000 hours of operation
- FOCALIZER "Stare-Break" glow eases TV eye fatigue

CALL YOUR WHOLESALE TODAY!

Lamp-Clock for \$4.95*

**WITH ANY 50-PLUG ASSORTMENT
OF AUTO-LITE® SPARK PLUGS**



This is a special limited time offer! Ask your wholesaler about the special Auto-Lite promotional plans using this clock to help you increase your spark plug sales.

Order now—any assortment of 50 Auto-Lite Spark Plugs—and get this valuable premium.



TRANSPORT

Designed for rugged, continuous service in transport trucks and heavy duty farm equipment.



RESISTOR

Auto-Lite Resistor Spark Plugs give long life, quick starts, and smooth performance. Suppress spark plug interference with radio and TV reception.



STANDARD

Used as original equipment on millions of cars, trucks, and tractors. Built to rigid specifications.



MARINE & SMALL ENGINE

Used by leading manufacturers as original equipment in outboards, mowers, saws, and garden tractors.



POWER TIP

The first spark plug ignition-engineered for today's engines and today's driving. Power Tip "fires up" overhead-valve engines at *all* speeds.

*Suggested price to dealer.

AUTO-LITE® RESISTOR SPARK PLUGS WITH POWER TIP

THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO

SELL THE BEST! SELL THE LEADER!

WARNER *Liquid Solder*

non-metallic, deposits tiny fibers
to repair leaks

WARNER...FIRST IN

RADIATOR CARE & REPAIR



GUARANTEED!

Unconditionally Guaranteed to circulate freely through the smallest tubes in today's auto radiators and heaters.

Unconditionally Guaranteed to withstand modern cooling system pressures.

Unconditionally Guaranteed to seal leaks at once and give full protection. Will not harm metal or rubber.

Unconditionally Guaranteed to function perfectly in all types of anti-freeze.

Make new sales, make new friends with Warner Products. Warner-Patterson, pioneer in cooling system specialties, fully guarantees every can of Warner products. They're first in quality . . . first in sales . . . and first in advertising support.

NATIONALLY
ADVERTISED

LIFE **POST**

**WARNER-PATTERSON
COMPANY**
CHICAGO 5, ILLINOIS

Warner-Patterson Company of Canada Limited
Toronto



MECHANICS SAY . . .

THIS RATCHET IS THE *greatest!*

Just try this new Ratchet—you'll see why mechanics everywhere say it's the greatest. The patented design features a 12-tooth pawl compression engagement with a 60-tooth ratchet gear for a positive, wedging grip to equalize the load over a larger area as the pressure is increased. It's really rugged—in fact, production models show no measurable wear after a *quarter million* heavily loaded test pulls. It also has the small head and short swing that speed up the job, even in tightest corners. Only about an inch of swing, and it takes another bite!



12-tooth pawl actually engages 20% of the 60-tooth ratchet to give strongest locking action in the direction of force—yet, disengages **FAST** for a free-swing, ratcheting return.

Unit assembly simplifies maintenance. Complete ratchet renewal kit permits quick, do-it-yourself replacement—if ever required!

- Easily reversible, positive locking ratchet mechanism.
- Rust resistant, triple plate, chrome finish.
- Friction-free Teflon seal keeps lubricant in; dirt out.
- Precision made of finest alloy steel.

Find out what these great, new Ratchets can do for YOU...call your Jobber TODAY. All popular drives available. The New Britain Machine Co., New Britain, Connecticut.

New Britain



NEW BRITAIN • CONNECTICUT

HAND TOOLS

NO BLUE SKY






JUST THE BEST YOU CAN BUY!

COATS TIREMAN

Coats Company, Inc., is the recognized leader in the tire service equipment field, offering products distinguished for value greatly exceeding others on the market.

Now, more than ever before, this EXTRA value is readily apparent when comparing Coats equipment with similar machines. Dollar for dollar, there's a big difference. Compare design, engineering, workmanship and materials and you'll find Coats excels in everything except "blue-sky."

Look what you get:

	The '59 Model 3-Star Tireman	The Brand New Twin-Air Tireman	Other Machines Costing as Much or More
Modern, Streamlined Construction 	YES	YES	NO
Engineered Cam-Action Bead Loosening 	YES	YES	NO
3-Inch Air Cylinder For Both Top & Bottom Bead Looseners 	NO	YES	NO
Roller Action Take-Off and Put-On Tools 	YES	YES	NO
Bonus Extra — Coats New Combination Tool 	YES	YES	NO

AMERICA'S
No. 1 TIRE CHANGERS



Coats Tireman Models
for as Low as \$129.50
Freight Paid

*Easily Adapted to Handle
Foreign Car Wheels.*

... it all adds up to
"FIRST CHOICE
from Coast to Coast"



General Office: 12 Depot Square, Englewood, N. J.
Midwest Office: 56 West Maple Street, Chicago, Ill.
Western Office: 3453 Cahuenga Blvd., Los Angeles, Calif.

Write for free literature—Dept. 901

Announcing...

ARO Follow-up Service



**Sure Cure For Lube
Equipment Service Headaches**

Here's what A.F.S. does on each new ARO installation —



1 — Complete inspection to insure proper operation and appearance.



2 — Makes any necessary adjustments.



3 — Gives operating instructions to your personnel.



4 — Furnishes preventive maintenance tips.

Another ARO First! A.F.S. (Aro Follow-up Service) meets a widespread need. It's the sure way to get top performance—and top profits—in your newly equipped lube department right from the start!

You get A.F.S. *free of charge*—a **BIG PLUS** when you purchase Aro Lube Equipment! The follow-up man who will call on you is your Aro Representative. His call will cover all five points offered exclusively by A.F.S. to help you boost lube profits. Be sure to look into Aro quality-built lube equipment for all your needs . . . everything from overhead reels and cabinet models to hand guns and grease fittings. Ask your ARO Representative for full details.

5 — Tells you where you can obtain future service on the equipment.

ARO MOBILE DEMONSTRATOR



Watch for it in your territory! It shows every type of modern lube equipment in actual operation. Helps you find your best buy!

THE ARO EQUIPMENT CORPORATION
Bryan, Ohio

Aro of Calif., 3141 S. Grand Ave., Los Angeles 7, Calif.
Aro Equipment of Canada, Ltd., Toronto 16, Ontario
Offices in All Principal Cities

ARO LUBE EQUIPMENT
Automotive—Farm—Industry

4 WAYS FASTER for acrylic repairs!



OPEX® ACRYLIC the system designed with the painter in mind

Losing time and sleep over complicated acrylic re-finishing methods? Simplify the job—save time and money—the easier, four-way-faster, OPEX way!

OPEX Acrylic Lacquers are not converted, hard-to-use, production-line finishes, but finishes especially designed for *repaint shop* needs. Just ONE undercoater and ONE thinner to stock for either acrylic or regular lacquer jobs—and better covering, higher gloss and better resistance for the finished job!

Ask for proof—call your Sherwin-Williams OK Automotive Jobber for more facts about the OPEX Acrylic System—ask about seeing an OPEX Acrylic Shop clinic demonstration! The Sherwin-Williams Co., Automotive Division, Cleveland 1, Ohio and Montreal, Canada. (Export Division, Newark 1, N.J.)



1. No delays for special undercoats — OPEX "COMBO" Primer Surfacer gives top results with EITHER acrylic or regular lacquer top coats!
2. No mistakes with "wrong" thinners — use OPEX "DUAL" Thinners for best results with acrylic or regular lacquers.
3. Needs fewer color coats to cover — OPEX ACRYLIC Lacquer colors save spray time—cover better with fewer coats!
4. Saves on rubbing time — OPEX "WHITE LIGHTNING" Rubbing Compound cuts lightning-fast—speeds up burnishing of either acrylic or regular lacquers.

SHERWIN-WILLIAMS

AUTOMOTIVE FINISHES



WATCO FLEETMASTER



EXCLUSIVE WATCO
SAFETY GAUGE.

The Fleetmaster is equipped with a dual indicating dial gauge providing operator with immediate check of amount of air pressure required to lift any load up to 12,000 lb. capacity. Eliminates danger of overloading.

THE MOST POWERFUL TRUCK LIFT IN THE WORLD

The Watco Fleetmaster is the most powerful completely mobile, air operated portable heavy duty truck lift ever built. Raises a full 12,000 lbs. per axle, handles all heavy duty trucks, busses, contractors equipment to a height of 52" with full stability. Designed for one man operation the Watco Fleetmaster is easily transported from one operation to another, eliminates costly in-ground installations.

The Watco Fleetmaster is constructed of finest sturdy welded steel and is fully tested and guaranteed. Factory pre-set safety pop valve releases pressure at load capacity of 13,500 lbs., prevents overloading. Exclusive dual indicating dial gauge provides accurate instant reading of air pressure and load in pounds being lifted. All wheels equipped with Hyatt roller bearings, rear wheels have full 360 degree rotation for ease of positioning lift under vehicle.

WORLD'S FIRST PORTABLE TRUCK LIFT WITH 12,000 LB. CAPACITY



The Fleetmaster allows for full 52" raise to provide plenty of working space for any under truck job. Saves time and labor on service operations, reduces down time, pays for itself quickly. Incorporates 6 positive safety features. The Fleetmaster presents no maintenance problems, has no seals to break, is completely self servicing and built to take real punishment.



Pneumatic
Equipment
for the
Automotive
World

WATERVLIT TOOL COMPANY, INCORPORATED, ALBANY 4, N. Y.

*The Sound
of Quality*



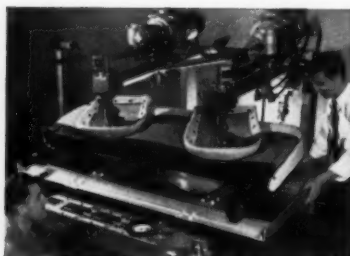
**THE MAN WHO SELLS
OLDSmobility FEATURES
THE QUIET QUALITY OF
BODY BY FISHER!**

Here, quietness speaks quality! Binaural tape recordings of the sound level inside this test car will help Olds engineers eliminate annoying noise and vibration. Exacting tests like this, plus famous Fisher Body craftsmanship, help make Olds *quality leader of the medium price class!*

Body by Fisher is a solid sales plus for Olds dealers and salesmen. It's a natural for demonstrations! Once behind the wheel prospects can't help but notice the difference . . . *That New Olds Feeling* is a *Quality feeling!* One more reason why it's great to be an Oldsmobile *Quality Dealer*.



Fisher Body "door slam" test automatically opens and closes this door thousands of times! Results will uncover any defects and help determine the life expectancy of the locking mechanism.



In "Seat Wear Test" two saddles, each representing a 175 lb. man, subject fabrics and construction to severe "wear" conditions. Materials that survive this test will give superior service.



Here a jury of experts listen to tapes recorded in the test car under a variety of conditions. The ballots they cast help engineers select the most effective types of sound insulation.

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

WILLARD SPRING SPECIAL

THIS ATTRACTIVE MAN'S WRISTWATCH...

FREE

with **EVERY** order for
9 WILLARD HDD BATTERIES

Now is the hour! Here is the deal! Watch your battery profits grow with these famous Willard Heavy Deluxe batteries. They're premium batteries that sell at standard list prices . . . give you a full profit margin on every sale. No limit on watches during the Spring Promotion . . . get one free with every nine HDD's you order, regardless of size.



Don't Delay

**CALL YOUR WILLARD
DISTRIBUTOR NOW**



- Sweep Second Hand
- Fully Guaranteed
- Luminous Dial
- Antimagnetic
- Leather Band

Handsomely Packaged in Plastic Gift Box

1. **Full 36 Month Guarantee**
2. **Dry charged* or wet**
3. **6 or 12 volts. Available in all group sizes**

**Acid Included at no extra cost*

Watch offer expires June 30, 1959

Willard Storage Battery Division
P.O. Box 6266, Cleveland 1, Ohio.

Please give me the name of my nearest Willard distributor.

Name _____
Street _____
City _____
State _____

"They really go
for the best!"



The Original . . . Genuine . . . Since 1920

Kool Kooshion

Leader for 38 years—and still the best. Here's why:

Cool

Open weave fabric over "slant coil" wire core lets you literally float on air. Keeps clothes from wrinkling in hot-est weather.

Clean

Exclusive vinyl fabric coating wipes clean instantly with damp cloth. Resists soil, mildew and abrasion.

Colorful

Crisp colors in handsome tweeds or stripes look smart.

Comfortable

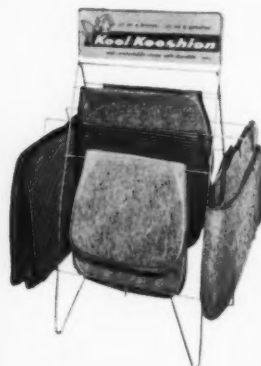
Kool Kooshions stay resilient and springy even under extreme weight.



Available in Frosty Tweed or Popular Stripe Patterns—In Regular, King Size, and Klear-a-Kross

PLUS

THE BEST
DISPLAY RACK
IN THE BUSINESS,
FREE with just one
Klear-a-Kross®
for which you get
full dealer's profit!



Ask your jobber for details . . .
or write today to

Kool Kooshion

KOOL KOOSHION MANUFACTURING CO. • DYERSBURG, TENN.



Another
Quality
HECO
Product



FREE

with your purchase of
a Pullman Vacmobile
for your station!

...83 PIECE BADGE-O-RAMA

MERCHANDISING KIT

Means twice as many
TBA sales!

We all know that a good station attendant should suggest extra items to every customer. But in the rush of business there just isn't time . . . or the man forgets. Now Pullman makes these extra-item sales automatic by providing your men with visual reminders to help them sell without saying a word. All they do is pin the attractive "badge-of-the-week" to their shirts . . . and your TBA sales go up . . . up . . . up!

Badges help you sell items like tires, points, oil, lube jobs, candy, chains, and jacks. Hard-hitting, psychologically tested messages read like this: "Got a Flash-light In Your Dash? — We Sell 'Em!" . . . "New Wiper Blades Sweep Clean." When your men wear these badges, customers' attention is automatically called to items they need . . . and your profits go up. It's simple as that.



**FREE
\$12**

**BADGE-O-RAMA
KIT**

INCLUDES:

- Plastic Badges for your men
- 78 Piece Badge insert set printed with psychologically tested messages.
- Wall-hang case to keep kit where service men will use it.

**WHEN THEY EYE IT...
THEY BUY IT!**

©1959 Pullman Vacuum Cleaner Corp.
25 Buick St., Boston, Mass.

You can own a famous
Pullman Vacmobile

for only 40c a day!

... pay only \$12 down, \$12 a month.



- Badge-O-Rama Kit
- Free Vacuuming Sign to bring customers in.
- Free Hangtags to tell customers of your extra services and keep them coming back.
- Complete accessory kit including Accordion Hose, Crevice Tool, Upholstery Tool and exclusive Never-Clog Filter.

**Pullman
VACMOBILE**

**SEND FOR FREE
SAMPLE
BADGE
NOW!**

PULLMAN

VACUUM CLEANER CORP.
25 Buick Street, Boston 15, Mass.
Dept. SAJ4

**RUSH ME MY FREE
SAMPLE BADGE**

and full details on Pullman's

-----> **BADGE-O-RAMA**

NAME _____
ADDRESS _____
STATION NAME _____
CITY _____ STATE _____

HIRSIG-BRANTLEY Service Means Complete Service in the South



for Manufacturers and Jobbers!

★ IT'S EASY to understand why Hirsig-Brantley Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig-Brantley organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE . . . Hirsig-Brantley Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES . . . Hirsig-Brantley men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 13 Southern cities, information brought to customers on Hirsig-Brantley lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig-Brantley men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



Lawrence M. Hirsig

Mrs. Lawrence M. Hirsig

B. T. Brantley

B. W. (Larry) Hirsig



HIRSIG-BRANTLEY COMPANY, AMERICAN NATIONAL BANK BLDG., JACKSONVILLE 7, FLORIDA
MANUFACTURERS DIRECT REPRESENTATIVES

more profits **HERE**
than ever before...

WITH THE NEW
CARTER
Zip-Kit

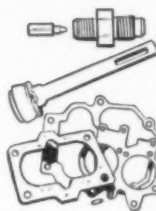


**GENUINE ORIGINAL
EQUIPMENT PARTS**

At a Sensationally Low Price!

Now make more profit two ways! *Sell* the need for a quick carburetor clean-out with every tune-up... then *insure* your skills and labor with *genuine original equipment parts*... in the new *low-priced* Carter Zip-Kit! Made by the same manufacturer whose carburetors are on 24 million cars today... now available to you at a tremendous per-kit saving! Call your supplier today.

EACH KIT CONTAINS



**NEEDLE AND SEAT •
PUMP PLUNGER •
GASKET SET •
FLOAT GAUGE •** Complete application information and simple instructions for quick, easy installation.

NEW PROTECTIVE PACKAGE

Each Zip-Kit enclosed in air-tight, moisture-proof, heat-sealed, metallic foil. No more "mysterious disappearance" of parts!

CARTER

CARBURETOR

DIVISION OF ACF INDUSTRIES, INCORPORATED

2840 N. SPRING AVENUE • ST. LOUIS 7, MISSOURI



BEAT

Walker Silencers—Rust Proofed from the Inside Out *last up to 3 times longer!*

Mufflers don't wear out . . . *they rust out from the inside*. Inside rust from corrosive acid condensate is the No. 1 cause of premature muffler failure. So Walker puts extra rust protection where it counts most—on the inside, where rust starts.

Under the most critical of all rust-out conditions . . . normal city driving with a dual exhaust system . . . Walker "Precision Tuned" Silencers provide more complete protection against *inside rust* than any other replacement mufflers.

- **PREMIUM RUST RESISTANT STEEL**—inside on all shells, heads, partitions, and tubes as needed.
- **COMPLETE INSIDE DRAINAGE**—acoustically controlled —prevents collection of moisture and rust-producing acids.
- **ADVANCED VOLUME PASSAGE**—creates a "Dynamic Wiping Action" that picks up moisture . . . carries it through the exit tube.
- **ASBESTOS INSULATED SHELLS**—keep *inside* temperature above the evaporation point—removing a primary cause of inside rust.

DON'T BE FOOLED by how heavy a muffler is . . . or what it looks like on the outside. Walker Silencers do have heavier shells (.051). But it's what's *inside* that really counts. Walker "Precision Tuned" Silencers . . . *rust proofed from the inside out* . . . have been proven by actual on-the-car tests to give up to 300% longer life. Change to Walker "Precision Tuned" Silencers and beat inside rust—where it starts.

WALKER ^{"PRECISION TUNED"} SILENCERS

... BEAT INSIDE RUST ... FROM THE INSIDE OUT

Walker Marketing Corporation

A Subsidiary of . . .

INSIDE RUST...

No. 1 cause of muffler
failure

INSIDE
...where it starts

WALKER PUTS

RUST PROTECTION ON THE INSIDE WHERE IT COUNTS!

**LAMINATED
SHELLS**

RUST-PROOFED INSIDE

PREMIUM
ZINC
COATED
STEEL

PREMIUM
ZINC
COATED
STEEL

ASBESTOS
INSULATED
SHELLS

RUST-PROOFED
HEADS

COMPLETE
INSIDE
DRAINAGE

DYNAMIC
WIPING
ACTION

RUST-PROOFED
TUBES

RUST-PROOFED
PARTITIONS

RUST-PROOFED
TUNING UNITS

RUST-PROOFED
SHELLS

... WALKER MANUFACTURING COMPANY OF WISCONSIN, Racine, Wisconsin

*The new
Toledo Steel
forged aluminum
piston ...*



powerforged

*Treat yourself to a
trouble-free engine ... install
Toledo Steel pistons!*

The Powerforged is just one in Toledo's complete line of pistons, pins and sleeve assemblies for every standard and heavy duty application. Quality materials and precision manufacturing to original equipment specifications are your assurance of quick, easy installation and long, trouble-free performance.



Up to 70% stronger than conventional cast pistons! Power forging changes the grain flow of the aluminum in the Powerforged Piston. The new, denser grain is one reason for this piston's greater strength and longer life.



TOLEDO STEEL PRODUCTS

Division of Thompson Ramo Wooldridge Inc.

6402 CEDAR AVENUE • CLEVELAND 3, OHIO

WORLD'S FINEST AUTOMOTIVE PARTS

GREATER PROFITS assured with

THESE FAST-MOVING AUTOMOTIVE REPAIR PRODUCTS!

NO-MIXING . . . FAST-WORKING

CHECK THESE ADVANTAGES:

- rust-proof
- water-proof
- low cost
- easy to use
- won't jar out
- no heat or flame
- no special equipment
- 1 lb. does work of 6 lbs. lead
- just apply—let dry
- no holes to drill for adhesion
- safe to use
- best discounts

KwikMetal
THE ALL-PURPOSE
COLD SOLDER

READY TO USE . . . RIGHT FROM THE CAN!

Just apply and let dry . . . and it dries to a hard metallic finish ready for sanding and painting. No heat, flame, or special equipment needed. KwikMetal is the leader!

SAVE MONEY: One pound of KwikMetal does the work of six pounds of lead. KwikMetal stays where you put it.

MAKE MONEY: KwikMetal discounts are planned for greater profits. You earn more with KwikMetal!

Metal fill? KwikMetal is best!



Metal fill? KwikMetal is best!

APPLIES LIKE PUTTY—HARDENS LIKE STEEL

THESE SPECIAL ADVANTAGES:

- Fast 3-step repairing
- Costs no more than the "ordinary"
- Easy, error-free mixing
- Smooths on—no drag
- Reinforced with Fiberglass
- No solvents—NON-Inflammable
- Safe to use
- Repairs metals, wood, glass
- No waste, shrinkage, burn-out
- Unaffected by water, gasoline, oil, solvents, etc.
- Sets in 5 minutes WITHOUT USING HEAT LAMPS
- Attractive discount structure
- Made by Mfr. of KwikMetal, your guarantee of quality.

SPEED BOND
the wonder PLASTIC

SETS FASTER . . . READY TO SAND IN 5 MINUTES!

SpeedBond mixes quickly and easily . . . smooths on without drag. It's unaffected by water, gasoline, oil or solvents. SpeedBond has no waste, doesn't shrink . . . no "build-up" necessary, it fills deep repairs in one application.

SPEEDBOND normally sets in ¼ hour; speed it up to **FAST 5 MINUTE SET** with SpeedBond "Liquid Heat" **RAPID-SET**. NO lamps or special equipment needed!

SPEEDBOND discounts are designed to help you make **MORE MONEY FAST!** Investigate SpeedBond's **ASSURED Profits Deal!**



Plastic fill? SpeedBond is best!

Order from nearest supply house or write for name of nearest Jobber. **FREE FOLDER, PRICE LIST ON REQUEST.**

ATOMIZED MATERIALS COMPANY, INC.

207-E RAUCH BUILDING

PITTSBURGH 5, PA.

FREE!

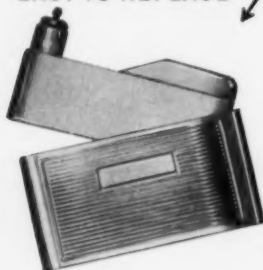
\$8.95 Retail Price

SCHICK butane lighter with an order for 6 Exide batteries*

- Lights for months without a refill
- Flame adjustable for cigarettes, pipes or cigars
- One year Schick Factory Guarantee
- No fluid — no wicks — no odor
- Rich looking, chromium-plated case
- Made by the makers of famous Schick electric shavers



**THROW AWAY FUEL TANK,
EASY TO REPLACE**



LIGHT UP NOW WITH EXIDE

This is the easy way to get amazing new Schick butane lighters free—and make money doing it—with easy-to-sell Exide batteries. Place your order now. Order again and again. Get more lighters free to use as gifts! Offer expires May 31, 1959.

**Wet or dry charged (with acid at no additional cost). See your Exide distributor for details.*

CALL YOUR EXIDE DISTRIBUTOR OR

EXIDE AUTOMOTIVE DIVISION, Dept. SA-4, P.O. Box 6266, Cleveland 1, Ohio
Please send me the name of the nearest Exide distributor.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



WANT A REAL LINE?



of **AUTOMOTIVE AIR CONDITIONING...that SELLS and repeats?**

THAT'S *Climatic Air*

Climatic Air pulls no punches with FIVE custom-designed models in 1959. IMPERIAL — ROYAL — CUSTOM — Climatrol (trunk) — HOT AND COLD units.

The finest components in each price range for every customer.

And, Climatic Air offers PROFITS PLUS prestige to dealers and distributors. Engineered for most all models and makes, including adapters for foreign cars. For complete details of all specifications, merchandising, promotion, and PROFIT:

CALL — WIRE — WRITE



3030 CANTON
DALLAS, TEXAS

TELEPHONE
Riverside 1-3837

MADE BY A COMPANY WITH 27 YEARS' AUTOMOTIVE EXPERIENCE



SARAN FIBERS



Big Spender

... those who can afford the very best will never accept less than seat covers of SARAN. They want the long-lasting beauty and comfort of luxurious SARAN fabrics ... quality fabrics that stay colorful far longer and are woven to "breathe" for more comfort, summer and winter.

The most salable seat covers are SARAN

Bargain Hunter

... the customer who counts every dollar he spends will quickly see how each dollar goes farther when he buys SARAN seat covers. Tough as it is beautiful, SARAN resists wear and tear ... and it never sags or cups. A smart investment for careful buyers.

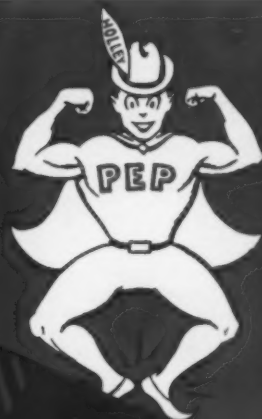


Yes, America's favorite seat cover fabric is time-tested SARAN. SARAN seat covers offer all customers the ultimate in value. Stock them, display them and you'll see how profitable it is to sell what most people want ... SARAN.

Good Car-Keeping begins with beautiful seat covers!

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

HOLLEY Brings You A Sure-Fire Way to **PEP** Up Sales and Profits!



**CARBURETOR MINOR
REPAIR KITS FOR
EVERY HOLLEY
CARBURETOR
NOW IN SERVICE**



Holley's new line of minor repair kits opens a whole new field of profits. These low-cost, fast-turnover kits give you the profits and volume from on-the-spot carburetor tune-ups. They include the genuine Holley carburetor parts needed to restore **POWER—ECONOMY—PERFORMANCE**: needle and seat assemblies, gasket kits, power valves, and an accelerating pump diaphragm or pump plunger. Working with these PEP kits, any mechanic familiar with carburetion can increase customer satisfaction by providing this low-cost on-the-spot service.

Minor repair kits are available for *all* Holley carburetors and Ford-designed carburetors now in the field. You'll find kits for Ford—Lincoln—Mercury—Edsel and American Motors cars. See your Holley Distributor (listed in the Yellow Pages) for a complete part number and application chart. Select those kits which will service the vehicles that most often come into your shop and order today. Complete instructions are included in each kit.

There's Profit in
PEP

- POWER
- ECONOMY
- PERFORMANCE



**SPECIAL
INTRODUCTORY OFFER!**

Kent-Moore Adjustable Float
Gage—\$1.25 Value—FREE with
each 10 Kits!

HOLLEY

Carburetor Co.

1195 E. Nine Mile Road • Warren, Michigan

the **COMPLETE LINE** of
Carburetion and Ignition Equipment
For more than half-a-century—original equipment manufacturers for the automotive industry.

One and the Same

FOR ORIGINAL EQUIPMENT
OR REPLACEMENT

**DETROIT
ALUMINUM
AND
BRASS**

Michigan
HI-THERM



engine
bearings

Michigan **HI-THERM** ENGINE BEARINGS

There is only one right way to manufacture engine bearings. Michigan Hi-Therm bearings for replacement and the bearings we supply to original equipment customers are one and the same. Our complete Michigan line is made to the same standards, of the same materials, by the same craftsmen. We can meet all your engine bearing needs from babbitt to heavy duty copper-lead. Ask your jobber for Michigan Hi-Therm.



*The most satisfactory bearing
jobs come from the red, yellow
and black Michigan box.*

Detroit Aluminum & Brass Corporation
3975 Christopher Avenue
Detroit 11, Michigan

Manufacturers of engine bearings
for original equipment since 1925

SOUTHERN AUTOMOTIVE JOURNAL

APRIL 1959

Safety volume last year increased 35% over 1957's at this brake and alignment shop. Safety is its specialty. What's yours?

Make complete front end inspection

*Cracking noise in steering wheel
when turning back and forth
inspect front end complete*

*inspect brake system for leaks
inspect front end - Car hit R. side
Make East & Call*

Car Safety Is Our Business

WE'RE concerned strictly with a car's safety.

Our equipment, customer approach, car inspections, written forms and continued training are geared to safe cars. Last year our safety volume increased 35% over '57, and the first quarter of '59 has already exceeded that. Safety is a specialty itself.

No garage need look hard for questionable items on a car needing replacement that might strain the confidence of a customer. An honest and conscientious checking of main safety items, including wheels, lights, front-end and brake, steering and tire condition, yields enough real volume to keep a shop profitably busy. We are kept at capacity production the year 'round, even though Maryland has no safety inspection laws and despite a certain percentage of drivers who will not take proper precautions when danger confronting them is pointed out.

Using a factory form designed around safety, we do our own questioning of every customer driving in. A customer may drive in complaining of abnormal tire wear or difficult steering, but we take no one's word and start asking our own questions:

Is there a shimmy in the steering wheel?

At what speeds has he noticed this?

**By JAMES W. RHEA
and LAWRENCE A. PFLIEGER**

**Co-Partners
Alignment and Brake
Service, Inc.
Bethesda, Md.**

Some dozen questions are put to him before we invite the customer to wait while we give his car a complete inspection of front-end wheel alignment, wheel balancing, wheel straightening and brakes as we look for loose, defective and worn parts.

We consider alignment and brakes so important to controlling

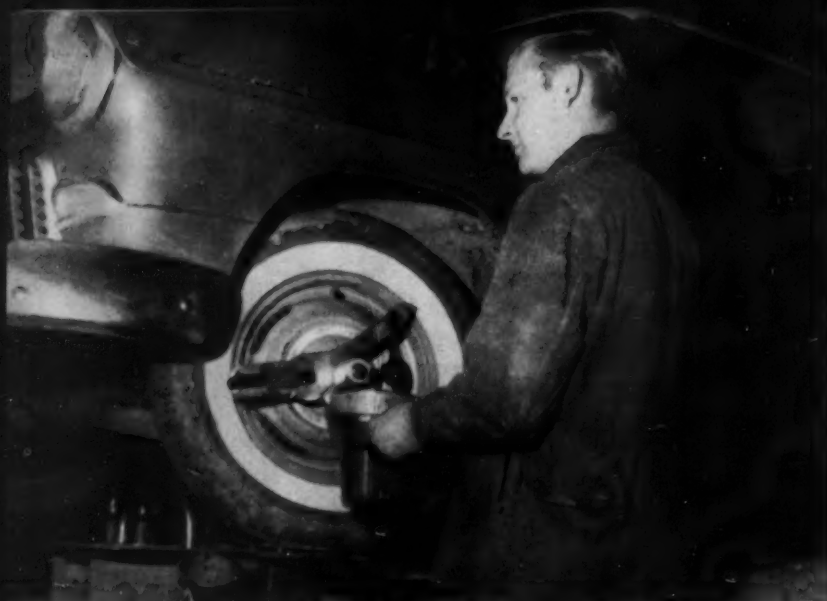
and stopping a car that we go thoroughly into each wheel, noting condition of master cylinder and brake-pedal height. It takes only about 15 minutes, and fortunately most drivers understand the need for properly working brakes. It is other conditions that we may discover that take longer explanations and make selling harder.

A display board of excessively worn and broken parts vital to safe steering is up on our wall and makes customer understanding a little easier. Here we have disassembled steering gears taken in dangerous condition off a car, broken ball joints, excessively worn pivot pins and bushings, bent control arm pivot bars and other parts. We show these to the customer, explain what failure means and compare the worn and defective part with a new piece.

If a customer rejects our recommendation, we write out our findings on a repair form, placing on file a copy for ourselves and giving him a record. We advise him to return his car with our record for needed work when he is ready. The last remark we make to him as he leaves is that his car is not safe at present.

This calls to mind a '57 Ford station wagon put through a complete inspection where loose lower ball joints were noted. We





Photos (top to bottom)

Checking alignment on the front-end rack calls for carefully watching the gauges and dials.

At the display board of worn parts Co-Partner James W. Rhea shows a customer the difference between a new lower outer ball joint and a worn one on the board.

Co-Partner Lawrence A. Pflieger checks a brake bulletin to help correct a brake problem. Memory isn't always as reliable as the factory literature.



recommended overhauling rough steering gear, pointing out it was in dangerous condition and might lock on a turn and cause an accident. Not willing to put out \$65 at the time for an overhaul, our customer was given a record of these recommendations.

Three weeks later his car was towed in one night when his gears locked on a turn and the car ran up on the curb. Total damage amounted to \$250, plus the inconvenience and loss of car usage for three days.

We are on a year-'round safety campaign educating our customers. In an area of two-car families such as this, it sometimes takes a good deal of urging to make drivers heed warnings.

So often a man whose car has rough steering or bad brakes from a leaking wheel cylinder will say, "My wife just uses the car for going to the grocery store," or "We just go around the block taking the kids to school."

We never let it go at that. We are blunt in asking him whether he is going to put a few dollars ahead of his wife and kids. We make our argument as forceful as we can to convince him a safe car is vital to his happiness.

We road-test every car on which we have worked, following a patterned route for the average car over rough and smooth streets for a few minutes, and one of about one hour over the highway at maximum speed for unusual conditions.

Our safety education is repeated with every selling job. We advise having front-end inspected twice a year, wheel alignment checked fall and spring each year, wheels pulled for brake inspection every 10,000 miles, and underscore having front-end checked as well as wheel alignment if the car hits something or is forced against the curb. We point out that realign-

(Continued on page 100)



MR. MECHANIC:
MR. SERVICE ADVISOR:
MR. SERVICE MANAGER:

What's Your Role in Tragedy No. 1?

By **E. M. LOWERY**
 Technical Editor
 and Director of Service, Lander Motors, Inc.
 (Dodge-Plymouth-Simca)
 Atlanta, Ga.

MR. MECHANIC, Mr. Service Advisor, Mr. Service Manager: What part are you playing in America's No. 1 tragedy?

38,700 persons were killed and 2,525,000 injured by motor vehicle accidents in 1957, and '58's experience was nothing to brag about. Could it be that you were indirectly responsible for any of them?

How many of your customers have suffered inconvenience or injury because of your failure to live up to your responsibility and do the job as it should have been done—or call to their attention some defect you had observed when their car was in your care? Could it be that one of the following cases was a result of your negligence?

Case A: This customer was sold a front wheel bearing "re-pack." When the wheel and dust covers were removed, the mechanic noticed there were no cotter pins in the bearing adjusting nuts. When the customer was questioned, it was learned that the front wheels had been serviced about six months ago. Fortunately, there had been no accident.

Case B: This owner was not so fortunate. Two days after a brake re-line job, a rear wheel came off while the car was being driven. The driver was thrown from the car and suffered a severe back injury. An investigation disclosed

that the serviceman failed to properly lock the rear axle shaft nut. This caused the wheel to loosen up and fall off.

Case C: A few hours after an engine tune-up on his car, this owner was driving in heavy traffic when suddenly the carburetor throttle valve opened wide and several cars were damaged before the driver could bring the car under control.

Why?



The above inspection form is used in the various shop facilities, employing around 100 persons, which are directed by E. M. Lowery.

Automotive Health Clinic INSPECTION REPORT

OWNER _____ MAKE _____ YR. _____ MILEAGE _____
 ADDRESS _____

Check the following items to see that they are operating properly — listing recommended repairs, and circling items requiring immediate repairs.

Note: Inspection does not include any repairs, adjustments, parts or material.

1. Road test for overall performance.
2. Engine Assembly — cleanliness, oil filter, air cleaner, supports, fuel lines, fuel pump, carburetor, distributor, wiring, spark plugs, governor, pistons, bearings, clutch, cooling system, electrical system, battery, lights, voltage regulator, generator, starter and crankcase oil. Vacuum reading _____ in.
- Wheels — front suspension, hub cap, spare wheel, tie rods, drag link, steering assembly, brakes, muffler, manifold, tail pipe, spring U. bolts, shackles, shocks, transmission, differential, U. joint and lubrication.
4. Interior and Instruments — fuel gauge, oil gauge, speedometer, ammeter, heat indicator, ignition switch, light switch, horn, windshield wipers, sun visors, rear view mirrors, and floor mat.
5. Body — cleanliness, paint, bumpers, fenders, door locks and handles, window regulators, glass and upholstery.
6. Tire — front: right and left; rear: right and left, and spare.
7. General Condition — Excellent _____ Good _____ Fair _____ Poor _____

SUMMARY OF ALL REPAIRS NEEDED

Item No. _____
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____

Inspection by _____

Date _____

Because the serviceman failed to properly secure the throttle linkage.

Case D: This was a two-car family. One of the cars was taken to the shop for a gas tank repair. The owner picked up the car after the repair and on the way home the tank was filled. The car was placed in the basement garage.

Several hours later the owner had an occasion to go to the basement. Lucky that he did, because he found the entire garage floor covered with gasoline.

The car was rolled outside and the floor was "hosed" down before an explosion occurred. (The gas furnace was going full blast in the adjoining room.)

All of this because a gas line was left loose by the serviceman.

Had he checked his work the leak would have been found.

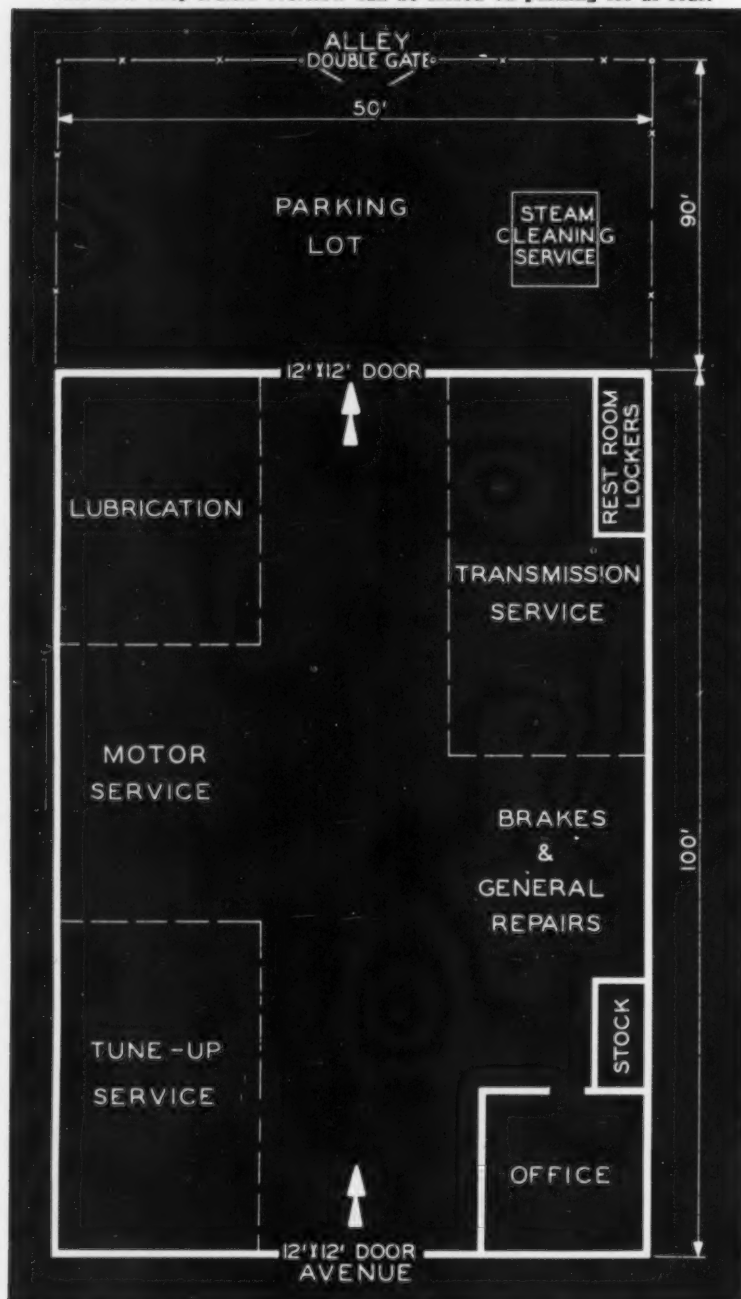
Case E: Because the steering gear assembly was not properly aligned with the car body and frame, the steering tube, due to continuous bending, eventually broke and the driver had no control over the vehicle. There was considerable car damage.

Fortunately, no one was injured.
 (Continued on page 105)

Another in Garage-Blueprint Series

Drive-Through Saves Space

Note how shop-traffic overflow can be stored on parking lot at rear.



This is the second in the new series of features showing the successful (and tested) design of garages for maximum traffic for the available space. The first appeared last month and successive issues will bring you other plans which have proven out in the South and Southwest.

By WENDELL GIVENS

WHEN Sam Daidone designed his present garage six years ago, two bugaboos he resolved to eliminate were cramped working quarters and inadequate ingress-egress at his shop in Birmingham, Ala.

Daidone's spacious new drive-through shop with 12' by 12' overhead doors at each end and parking lot that feeds into an alley did the trick nicely.

The 50' by 100' garage with 15' ceiling handles up to ten cars without crowding. And when volume passes that point, the 50' by 90' parking lot handles the overload.

The plant is well-lighted and well-ventilated, and is heated by two large gas blowers. The overhead doors are electrically operated on the spot or from the office as needed. A three-foot partition around the office affords privacy and still permits adequate view of the entire service area.

Daidone considers the drive-through feature his best. "Not having to back out into heavy traffic is an asset any garageman will appreciate," he asserted.

Don't Miss this Opportunity for Profits!

Starting April 20 is Southern Safety Week

This poster is part of SOUTHERN AUTOMOTIVE JOURNAL's plan to make Safety pay off for the automotive business throughout the South and Southwest. Tack it up, nail it up, glue it up, paste it up. . . . BUT anyway get it up in sight where your customers can see it. Then get busy

Here's what else you can do to bring in a bigger volume of profitable business—

Offer a FREE Safety Check of tires, steering, brakes, shocks, lights, horn, mirrors, etc.

Tell your good customers about this offer, in person,
by mail,
in newspaper ads,
on radio,
on TV.

Call the newspaper and ask them to run some stories on automotive safety.

Here's what S A J is doing to help—

A copy of this poster,

A "mat" sheet of safety illustrations,

A "clip" sheet of safety articles,

are being mailed to the principal daily papers and many weeklies in all parts of the South and Southwest. The newspapers are being urged to back this big program to STRESS SAFETY SERVICE.

Now is the time for everyone to get together and put this operation into high gear. It can save lives, prevent property damage, give you a world of civic satisfaction and put profits in your pocket, too !

Service Now For You

Tear along this line and Post in Prominent Place.

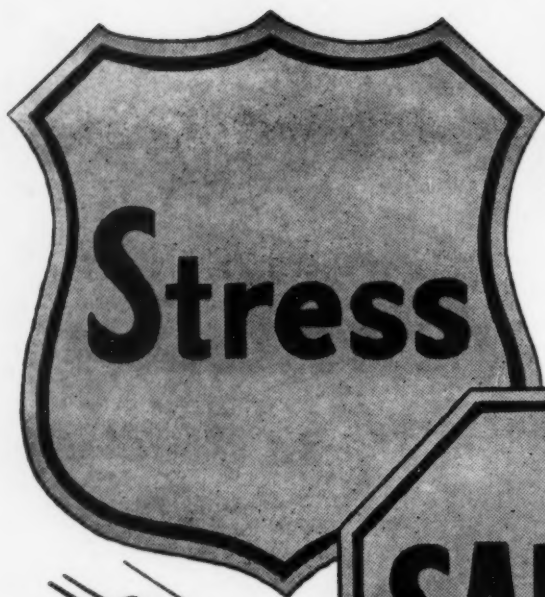


**DO
THIS**

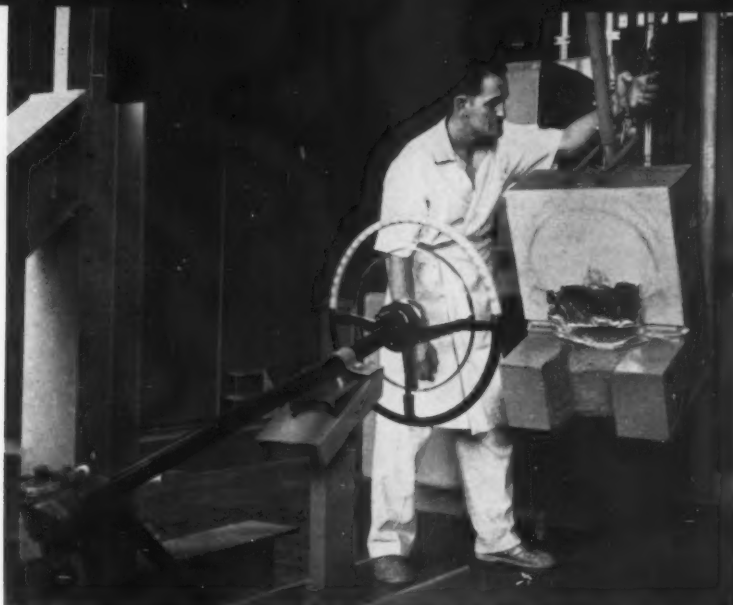
**For
our Safety's Sake**



**ON'T LET
S HAPPEN TO
YOU**



Tear along this line and Post in Prominent Place.



How much energy will a steering wheel absorb before caving in? One way to find out is shown by this Ford research technician who is about to release a 160-pound "body block" into the wheel (of an earlier design).

Detroit Can't "Engineer" Human Bodies Yet!

By **BILL HERBERT**
Editor

IF CAR manufacturers could "engineer" safety into the driver, they'd probably tackle that, too.

Already they've been doing a lot of designing to help the operator to be a better driver. Spending between five and six million dollars annually in recent years to increase automotive safety, the factories have been responsible for such things as

1.—Improved sealed beam headlamp.

2.—Dual headlighting system.

3.—Headlamp adjustment simplification.

4.—Increased range of vision through wrap-around windshields which have moved body front pillars rearward.

5.—Improved driver positioning by mechanism which more easily adjusts seats fore and aft and for elevation.

6.—Enlarged sweep of windshield wipers.

7.—Improved heating and ventilating—comfort items which therefore contribute to safety

through ample supply of outside air under all weather conditions, aiding drivers to be awake and alert and keeping glass clear.

8.—Heat-absorbing glass, a comfort item assuring a safer driver and also reducing glare.

9.—Improved performance by decreasing time required to pass around slower-moving vehicles and by improving hill-climbing ability.

10.—Steering, handling and suspension systems improved to permit easier steering and with it improved directional stability due to suspension movements. Improved riding qualities have lessened driver fatigue.

11.—Simplification of controls, allowing driver to devote more attention to safe operation of his vehicle. Increase in demand for automatic transmissions, power steering and power brakes are examples. Other instances are wiper and washer controls, automatic devices for switching headlight beams, signal-seeking radio

TRUE

or

FALSE?

"Car factories aren't concerned with safety but in selling cars."

Ever hear that statement? What are the facts? Unitized bodies and some other features have been heavily advertised, but what about the over-all picture?

This will bring you up-to-date.

controls and power operation for driver seat and windows.

12.—Improved brakes. Linings have been improved and greater brake drum heat dissipation has been engineered, contributing to improved deceleration ability over longer periods. (All manufacturers are using and recommending heavy-duty brake fluid to insure safer performance under high-temperature conditions.)

13.—Passenger protection, including newly-designed door locks to help keep doors closed under collision impact or roll-over, improved instrument panel design with instruments and controls so situated as to reduce crash-injury potentials, energy-absorbing padding at critical locations, seat-belt standards and stronger front-seat frames, adjusting mechanisms and anchorages.

14.—Wheels and tires, as evidenced by wheel rims that have

(Continued on page 122)



Simplifying Inspections for Safety

NEEED a simplified form for safety inspections?

Here's the one adopted in February by the board of directors of the 4,500-member Independent Garage Owners of America at its mid-winter meeting at Chicago.

Have your printer fix up the form padded in duplicate, so you can keep one copy and hand the customer the other. Your firm name, address, phone number and other pertinent data can be added at the top.

Instructions to go with this form, as adopted by IGOA, were:

Lights

A.—Headlights: Should be checked for aim and dispersion on a screen or approved testing equipment. High and low beams should be checked. Foot switch should be tested.

Lamps must be properly installed and electrical connections correctly made. Indicator light on dash should be operative for high beam. Lamp should be replaced if lens is cracked, fogged on inside or if candlepower is less than 50% that of a new lamp.

B.—Directional signals: Front



and rear signal lights should be operative. Check to see that lights on opposite sides of car (i.e., left front and right rear) are not operating simultaneously. Cancelling mechanism (if present) should function. Indicator device on dash should be operative.

C.—Other lights: Parking lights, taillights, stoplights and license plate lights should be functioning.

Check wiring and bulbs for proper installation. Replace if necessary.

Windshield Wipers

Check mechanism for mechanical operation. Check wiper arms for tension. Adjust or replace if necessary. Check blades for condition of wiper edge. Replace if necessary. Adjust arms to proper

(Continued on page 128)

Independent Garage Owners of America UNIFORM SAFETY INSPECTION

Name _____ Date _____
Address _____ Phone _____
Make _____ Year _____ License No. _____
Speedometer _____

(1) Headlights _____ Parking Lights _____
Tail Lights _____ Stop Lights _____
Turn Signals _____ Other Lights _____

(2) Windshield Wipers Right _____ Left _____

(3) Glass Windshield _____ Other _____

(4) Mirrors Inside _____ Outside _____

(5) Tires R.F. _____ L.F. _____
R.R. _____ L.R. _____

(6) Steering _____

(7) Wheel Alignment _____

(8) Shock Absorbers R.F. _____ L.F. _____
R.R. _____ L.R. _____

(9) Exhaust System & Mufflers _____

(10) Horn _____

(11) Brakes
Lining _____ Drums _____
Hydraulic System _____ Parking Brake _____

(12) Protruding / jagged fenders _____ Door Latches _____
Insecure bumpers _____

NOTE: After inspecting each item, mark () if it is O.K.
Mark (X) if it fails to pass.

Inspected at:

CARE WILL SAVE YOUR CAR AND YOUR LIFE



Supt. William Jennings readies a shock replacement job. Skrobarcek checks shocks of every regular customer's car.

Ignoring Shocks Isn't Safe

SHOCK absorbers as factors in safe driving and also an added source of service revenue for the car dealership's service department, the independent garage and the service specialist have been



overlooked by a lot of service outlets.

That's the experience of Vincent Skrobarcek, owner of Vince Spring & Brake Service, Corpus Christi, Texas.

Although he specializes in brake and spring service, including all front-end jobs, he finds that shocks represent a consistent source of additional revenue because shocks seem to be the "forgotten" item in

By RUEL McDANIEL

the average service outlet's promotion.

"The average serviceman seems to be oblivious to the fact that cars have shocks," Skrobarcek asserted. "And yet shocks are an important item in the over-all safety of the average automobile or the truck that has shock absorbers.

"By pushing shock service, along with other front-end operations, the garageman not only can add to his own profit but render

an additional safety service to his customers."

Skrobarcek and the shop superintendent, William Jennings, make it a routine part of the over-all checking job, when a vehicle comes in for any phase of front-end work, to check the shocks to see that they are operating normally.

If the check reveals that they are not, they then further check to see if the old unit may be repaired or be replaced with a new "package" unit. That depends on the age and make of car, Jennings

(Continued on page 105)

Note how well-exposed sign advertises shop's special services.





There's No Safety in Filth

ON A bitter cold morning in January I was waiting in a garage jam-packed with cars.

Without regard for the shop's working capacity or stall layout, cars were standing every which way. Suddenly the big and only door to the garage was flung open admitting one more truck so tightly that it almost had to leave its tailgate outside.

Just this side of the truck, a pair of legs stuck out from under a car. On his back on the cold concrete floor working on the undercarriage of a passenger car, a mechanic lay right in the stream of a biting cold wind blowing in under the door. The cold, drafty floor had us few waiting customers shifting from one foot to the other to keep warm.

"How do you take it?" I asked the mechanic when he pulled himself out from under.

"I don't," he answered. "I've had pneumonia three times."

By JANE MERRILL

It would have been a blunder telling him to get out of the "un-



safe" business of being a mechanic. Pride of occupation held him. Dedicated to the satisfaction of putting a car into running condition, he wouldn't have accepted any other job in the world. He's the mechanic—one of thousands—who keeps the industries of the country rolling.

Yet his garage operator, the Boss, was prodigal with his skilled labor. Negligent and scandalously wasteful, this shop owner was indifferent to giving this skilled mechanic the barest minimum health protection.

He was squandering this hard-to-get mechanical ability, this good mechanic's stamina and loyalty by exposing him to health hazards. The Boss had even forgotten the basic tenets of being a good, decent human being.

Unfortunately this case is not too rare. Cite an instance of indifference or callousness you have

—And the Doctor Gets Rich If You Do This

**Photos
(top to bottom)**

Concrete on a cold windy day helps mechanics get colds oftener. A creeper or a lift is what this man asked of Santy, we'll bet.

Modern equipment is available to spare the tire and man.

Thin coveralls help assure pneumonia, perhaps, where proper clothing wouldn't.

Safety glasses are a must here.

witnessed in a garage and a bystander will come back promptly with a string of greater abuses he has observed.

Not so long ago I asked for Frank at a gas station that does an outstanding job at car washing. Frank was no longer there.

"Well, you know how it is," said the operator apologetically. "The weather turns cold, these boys get wet and the first thing you know they get sick. Hard to hold onto them during the fall and winter months."

Sure I knew how it was. Last time I saw Frank in his thin-soled loafers, T-shirt and slacks, he was putting three yards between him-

A veteran writer who's visited many shops recalls some sights she has seen. Could she be telling of your place?

self and the car on which he was playing a stream of water. He was trying to avoid getting wet because getting wet would mean another cold and loss of work hours. Possibly it would be a little longer this time—influenza or bronchial pneumonia.

These conditions are unworthy of the proud and powerful automobile industry. They are a blemish on the good name of the high labor standards we pride ourselves on. They present a challenge. They should be corrected, and can be with a little thought, a little effort, a greater alertness to up-to-date-ness. For the chief fault, I think, is in backward thinking. Economic reasons are only secondary.

As a customer I know a hy-
(Continued on page 132)





Exhaust-System Sales Are No Hot Air

SPRING'S the time to check for faulty mufflers.

Right after the winter's snow and ice, there may be condensation in mufflers, and the station and garage alert to the condition of an exhaust system can find new volume on a car.

Eastham Esso in Bethesda, Md., feels a special responsibility for the safety of its neighborhood trade and pays particular attention to mufflers and tailpipes in the spring as well as in the fall. Listening for faulty mufflers in the driveway, checking every muffler and tailpipe on the lube rack and wash rack, Eastham Esso recommends replacement in one out of ten cases. No one turns down Eastham Esso's advice because station attendants warn customers of the hazards of a blocked, leaking or broken muffler.

Contests to encourage attendants to watch and listen for bad mufflers particularly in the spring

and fall are run for added precaution and bring awards of cash to top, second and third placing salesmen, though attention to mufflers continues throughout the year.

Said Robert L. Eastham, owner, who sells well over 100 mufflers a year and has realized a yearly ten per cent gain through his program of checking:

"We are especially attentive to mufflers and tailpipes in the spring because they are likely to be in poor condition. To ready people for summer driving, the exhaust system should be in order.

"However, we are just as attentive to mufflers in the fall, because people start putting up their car windows and a faulty exhaust system can be not only a source of illness but far more hazardous than that."

How do they spot a muffler needing replacement?

First, they listen to every car



coming into the driveway. A popping noise alerts them. They then check on the lift. There may be a bad connection in muffler, tailpipe or manifold. Brackets may be broken. A tailpipe may be mashed or bent from backing against the curb or a wall, not allowing exhaust to escape adequately. An accumulation of condensation may have rusted the tailpipe. Search for a leak or hole in the muffler is always done on the lift.

"We point out the danger of leaving a bad muffler or tailpipe on a car," said Eastham. "In the spring on rainy days when the windows may be closed in driving, fumes may be drawn into the automobile which are detrimental to health. In winter when the windows are closed, the same condition threatens. The fumes

(Continued on page 108)

Above: On the Eastham Esso lift a rusted muffler and tailpipe are pointed out to a customer, part of a program which has lifted muffler sales at this station to more than 100 yearly. **Below:** Hazards of an improperly operating exhaust system are explained to a customer by a service salesman.



Pulling Wheel Pulls Brake Jobs

THE key to brake volume is the front wheel.

This key opened to Auto Service Co., Catonsville, Md., double the volume in brakes it was doing within a six-month period ending in mid-'58 and kept it apace for the second half of the year.

The current year sees no slackening in this substantial brake volume, according to Co-Partner K. B. Pittinger.

"Get that front wheel off by hook or crook. Make it your business to lead from any service right to that front wheel and you won't lack for brake volume," said Pittinger, whose company's \$20,000 annual volume in brakes now approaches 40% of its approximately \$50,000 gross.

"If the job is a lubrication, lead to greasing front-wheel bearings, and then you'll have the front wheel off and can start talking brakes.

"Or check the speedometer, note mileage and start inquiring about a brake adjustment. But make sure you get around to that front wheel.

"Three out of ten cars need a brake reline, and if you only give yourself the opportunity, you'll get the job."

Pittinger illustrated that volume is to be found if a garage takes the five minutes of trouble to pull a front wheel. A customer had been reminded to return for a car lubrication and when asked about car performance, recalled only vibration at times on the road.

Tire wear showed up, calling for



Top: "Pull that front wheel and you won't lack for brake volume," says this Maryland garage operator, K. B. Pittinger, who has found this true. Above: A thin strip of lining shown this customer results in a sale.



a wheel-balance job. Checking the customer's record, the shop advised supplementing lubrication with a needed front wheel bearing repack.

The front wheel off, the wheel cylinder was found leaking and brakes gone.

(Continued on page 110)



STRESS SEEBILITY

By **BARON CREAGER**
Southwestern Editor



It is only on rare occasions in this year of 1959 that there will issue from the front window of the car ahead a hand which, energized by the driver, gives his or her idea of the signal for turn or stop.

In all probability the hand, or the car, or both, are fully matured. That is because the new crop of drivers doesn't know hand signals and only the oldest of vehicles are without directional lights. Hand signals, so widely publicized and used to promote safe driving a decade or less ago, are now something that belong to the past.

Day or night, who would now roll down a window glass on a cold day, or let hot summer air into a



cooled car, just to give a turn signal?

There is no question that directional lights are a great modern convenience for the driver. Perhaps they are just as safe as hand signals were. Maybe it depends on the driver. Does he or she use those signals? If the bulb or flasher unit burns out, how long does that condition go unattended? Then there is the driver who goes for miles in heavy traffic with a turn signal blinking at the rear, but never turns.

More safe than hand signals or not, the flasher is here to stay. That is true too, apparently, of the idea of more and bigger lamps at front and rear of car. If the gleam of multiple lights makes driving at night safer, the late models have it.

(Continued on page 134)

United Action Advances Texas' Highway Safety

By **BARON CREAGER**
Southwestern Editor

IF THE Highway Safety Council of Texas is as successful in the future as in the past with legislation to advance the cause of safety on broad Texas highways and reduce accidents, then the statute books may be expected to record laws that require:

Mud flaps or splash guards on all four-wheel, rear-axle trucks regardless of weather, compulsory driver education in all public schools, the amber lights or the white lights for cars parked or stopped on shoulders or roadways during night hours, and new items of motor vehicle operation included in the motor vehicle inspection law.

For those are the immediate future interests of the council, a non-profit organization which pays no salaries and which gets most of the credit for enactment in 1951 of the Texas motor vehicle inspection law.

Two years later the council successfully repulsed an effort to repeal the law, which was softened somewhat to appease critics, and now calls for inspection by an authorized station by April 1 each year of brakes, horn, windshield wiper and lights. Horn, wiper and all lights must be in working order, but brake rules are more stringent. A car must stop within 30' at 20 miles per hour without side-pull. Brake pedals must clear the floor by no less than an inch for power brakes and no less than two inches for mechanical brakes. The fee is \$1.

This is not the inspection law its sponsors wanted, but it has been a great deterrent on highway mayhem in Texas. In 1950, for every 100 accidents on the highways or streets, 21% resulted in fatalities, 22% resulted in serious injuries.

By 1955, after the inspection law had weathered the storm and

been in effect for four years, fatalities fell off by 75% and serious injuries were reduced by two thirds. The figures in 1955 for fatal accidents were five per cent and for serious injury, seven per cent.

Another recent accomplishment of the council was promotion of legislation which establishes standards and specifications for brake fluid sold in Texas. This became law on Jan. 1, 1958.

Still another council project successfully concluded resulted in an increase both in number of state highway patrolmen and their salaries.

The council gets things done because of the character of its officers, directors and members. These members are automobile dealers, Boosters and members of Automotive Affiliated Representatives groups, insurance agents and companies, independent garages, truck operators, oil company officers, school authorities and service station owners.

Membership is voluntary and is open to any individual or business interested in the program of conserving lives and property. There are no fixed dues. All contributions go entirely to the work of making Texas highways safer and no administrative salaries are paid from the funds.

The council has grown until it now numbers 889 members. Its original membership was composed of automotive wholesalers, members of Automotive Booster clubs and representatives from other segments of the automotive industry. Much credit goes to Booster club members, according to council officers.

Of the five incorporators of the council, chartered on July 2, 1951, three are still active in official capacity. The incorporators were:

Alden Davis, Walter Tips Co., Austin, deceased; A. A. Swank, Beard and Stone Electric Co., Houston; G. C. Morris, then attorney and state senator, Greenville; R. D. Thorp, then chief of police, Houston, and C. L. Yarborough, then superintendent of schools, Port Neches.

At a meeting of the board of directors in Austin, on Aug. 9, 1951, Swank was elected president, Yarborough vice-president and Davis secretary-treasurer. Presently Swank serves on the board as immediate past president, having served two terms in that office.

Yarborough is council vice-president.

In the August 1951 meeting, Morris agreed to become executive director of the council, effective Oct. 1, 1951. He still serves in that capacity.

President of the council is Tom F. Abbott, Frontier Pontiac, Inc., Fort Worth, and NADA director



for North Texas. The secretary-treasurer is Wilton Jennings, head of the automotive department of the Walter Tips Co.

A past president of Motor and Equipment Wholesalers Association is one of the directors. He is Jay T. Davis, Motor Parts Co., Corpus Christi. Three other members of the board are the current president and two past presidents of the Automotive Wholesalers of Texas. These are, in that order, Fred Pinkston, Ferguson Auto Supply, Lubbock; Albert Taylor, Automotive Appliance Co., Dallas, and H. C. Westbrook, Westbrook Supply, Inc., Texarkana, Texas. Davis is also a past president of

(Continued on page 126)



20% Need Safety Service

THREE million! That's a big number.

Yet that many vehicles went through free and voluntary Safety-Check lanes in the 1958 National Vehicle Safety-Check. Of these vehicles one out of five, or approximately 600,000, were found to be in need of immediate safety-service attention.

What do these figures mean to the automotive sales and service businessmen of the South? First, this program is sorely needed. At least 20% of the automobiles that travel your streets and highways are in an unsafe condition that may cause a serious accident. This condition might have been corrected if the vehicle had been safety-checked.

The seriousness of this problem is increased by the fact that so many of the drivers do not realize that their vehicles are in unsafe condition. A check-lane attendant in Ohio reported that one motorist offered to bet \$5 that his car was in good working order. When the vehicle was checked it was found that the stoplights wouldn't work.

In Columbia, Mo., 28 cars did not pass the Safety-Check one day and in all but four of them the drivers were unaware that their cars were not in safe driving condition. As a responsible citizen you owe it to your community to urge as many motorists as possible to



By **CHARLES C. FREED**
Chairman
Inter-Industry Highway Safety
Committee

The author is a franchised dealer at Salt Lake City, Utah, and a past president of the National Automobile Dealers Association. He has long been active in promoting motor-vehicle safety. The Inter-Industry Highway Safety Committee is a Washington-headquartered non-profit organization whose board of directors is composed of automobile manufacturers, NADA officials, tire manufacturers and officials of the National Tire Dealers and Retreaders Association. M. R. "Bud" Darlington, Jr., is the veteran managing director.

"Join the Circle of Safety... Check Your Car—Check Your Driving—Check Accidents."

The voluntary aspect of the National Vehicle Safety-Check makes this a truly popular safety activity with the motoring public. The automobile owners are most appreciative of the opportunity to make sure, without charge, that their cars are in safe operating condition. They thank you for alerting them to unsafe conditions.

A report from Winter Park, Fla., after the 1958 program told of a man who came right back for his Circle of Safety sticker with four brand-new tires after his vehicle had been rejected for bald tires.

Another by-product, in addition to personal satisfaction and community good-will, to be gained by your participation in the 1959 National Vehicle Safety-Check, is a great many new customers for automotive service.

Figure it out for yourself: If 10,000 cars go through the ten-point Safety-Check, 2,000 will need safety service before they can be given the sticker certifying that they have "Joined the Circle of Safety."

How many cars are registered in your community? Approximately 20%, if the national average holds true in your locality, will be found to be in unsafe condition in one or more of the items covered by the ten-point Safety-Check. The items

checked include brakes, front lights, rear lights, steering, tires, exhaust system, glass, windshield wipers, rear-view mirrors and horn.

Results of the 1958 program showed that the item most frequently in need of service attention was rear lights, closely followed by brakes, front lights, exhaust system and tires.

This year the National Vehicle Safety-Check for Communities, to be held in May and June, will again be sponsored by the Inter-Industry Highway Safety Committee and *Look Magazine* with the cooperation of the Association of State and Provincial Safety Coordinators. Under this triple sponsorship



millions of drivers will be the targets of a campaign to get them to "Join the Circle of Safety. . . Check Your Car—Check Your Driving—Check Accidents."

A new feature of the program in 1959 is the Vehicle Safety-Checks for Employees. This is an effort to enlist the support of industry in the local programs. Employers are urged to cooperate with the Safety-Check committees in their communities and, if it is impossible to get a local program going, to do the next best thing by sponsoring a Vehicle Safety-Check for their employees.

An "off-the-job" accident prevention program can be just as important as an "on-the-job" program to employers. No matter where it happens, an accident may mean lost manhours. This is an entirely new program for the National Vehicle Safety-Check, even though a number of employers have participated in past years. Two examples in the South in 1958

How Safe is YOUR Car Today?

BE A MEMBER!

Our 16-Point Safety-Check, as prescribed by National Vehicle Safety-Check, lets you know the "safety" condition of your car. The best driver may not be able to avoid an accident if his car is not in safe driving condition.

WE CHECK THESE ITEMS FOR YOU!

GET THIS '59 EMBLEM FOR YOUR CAR

SAFETY CHECKED

Protect YOUR FAMILY—YOURSELF—YOUR COMMUNITY!

Having your car SAFETY-CHECKED NOW may KEEP your family in the "Circle of Safety."

429-12 CDPK 1959 INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, INC. PRINTED IN U.S.A.

THIS CERTIFIES THAT

Member

JOINED THE NATIONWIDE "Circle of Safety" by participating in the 1959 VEHICLE SAFETY-CHECK

M. R. Darlington, Jr. Director
National Vehicle Safety-Check
Washington, D.C.

CDPK 1959 INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, INC.

Top: Here's a suggested ad or mailing piece to promote the campaign.
Above: This card is available for participants in the campaign.

were Southern Bell Telephone and Telegraph Co. and Burlington Industries, Inc., both of which Safety-Checked company-owned ve-

hicles.

The automobile and tire manufacturers are well aware of the im-
(Continued on page 122)



This Safety-Minded Garageman Says the Choice Is P. M. or Post-Mortem Repairs

PREVENTIVE maintenance
Or

Post-mortem repairs?
We can sell either.

Most garagemen would rather sell preventive maintenance, especially the safety services which they can offer.

How far you can go in preventive safety repairs depends to a great degree on the motorist. He sometimes feels that "it can't happen to me," or when told of what is necessary to bring the car into safe operating condition says,

By FRANK HORNYAK

President
Independent Garage Owners of Ohio
Struthers (Youngstown), Ohio

"It ain't worth it," "I just drive it to work," or "I'm trading it in next week."

These are the ones who avoid our voluntary safety check lanes; with this type of customer little can be done.

The fact that preventive safety service can save your customer's

car, his pocketbook and the customer from accident or injury can be proven by any good mechanic.

The motorist who neglects to reline brakes when advised usually pays double or triple for scored drums; the neglected wheel cylinder has cost many extra brake relines; the inoperative hand brake let many a car run away.

We know this—but does the customer? Some are from Missouri and have to be shown.

Our best means of selling safe-



With no brakes, a "shot" muffler, wornout knee action, etc., this traveled Ohio's streets up to the day it was set up for a demonstration to promote more safety.



Here's a real clunker. It was used at a safety forum. Worn, unsafe parts on the display board shown on the opposite page helped Hornyak's shop to push safety.

ty service is our "Traffic Tollers" board of defective and wornout parts that we have removed from various cars. Some have caused accidents, the others, if not replaced, could or would have.

Posted with the board is the motor vehicle code of Ohio that specifically prohibits the operation of "any motor vehicle that is in such unsafe condition as to endanger any person."

To acquaint the public with the hazards of unsafe cars, the "Traffic Tollers" board has been featured at many safety meetings—before civic groups and legislative bodies. It has been used on television. It is a regular thing at our local high school for each new driver training class.

At our voluntary safety check lanes it is placed next to the entrance sign where every driver sees it as he drives slowly through.

Just the other day it was borrowed by Al Rich, safety director of the Mahoning Valley Trucking Association, to demonstrate the need of proper safety maintenance to combined groups of custom and hot rod car enthusiasts.

An article and picture of the "Traffic Tollers" board were featured in the *Youngstown (Ohio) Vindicator* which included the opinions of a state legislator who said the board should be presented and explained to our legislative body when a bill for periodic safety inspection of motor vehicles will be considered.

The author has become nationally recognized for his conscientious efforts to make America's—and particularly Ohio's—motor vehicles safe. He has led delegations to his state capitol at Columbus and has repeatedly conferred with his governor and other state authorities in efforts for safety legislation. He operates A. & E. Garage at Struthers. His inattention to his own affairs while promoting safety matters has actually lowered his shop volume.

Garagemen in Ohio have been among the most active of any in the nation in seeking to promote safety legislation, with active committees meeting repeatedly with local and state governmental leaders to discuss projected programs.



We are fortunate here in Youngstown in having a well-organized group who are members of the Independent Garage Owners of America. We are members of the Safety Council of Greater Youngstown.

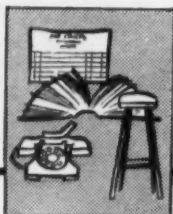
Our unit's traffic safety committee chairman, Howard Beadling, is also a member of our Mayor's Traffic Safety Committee and represents our district on our Governor's Traffic Safety Committee. Harold Grindle, state executive director of I. G. O. of Ohio, is also a member of the governor's committee.

In Youngstown, and Ohio, the men who know the safety hazards of an automobile, the men who repair them, have been given a voice, and are being heard. We are selling automotive safety to our communities—not just the individual motorist—by the best salesman our industry has—the local automotive repairman! Our feelings are best expressed by our I. G. O. of Ohio motto,

"Care Will Save Your Car—and Your Life!"

Editor's note: What has any automotive group with which you are identified been doing in the interest of safer cars and safer drivers?

The editors would like to hear from you in order to cite your activity as an example to be copied by others in the industry.



SOUTHERN JOBBERS and FACTORY MEN

We Seek Service Station Trade

WHAT should we do to rate part of this service station business?

Earlier I told you that the average service station operator was a small businessman without too much experience and limited finances. For this customer to mean much to you he will have to be in position to discount his bills. This he cannot do if he puts a large portion of his business on the books and fails to collect.

You must discuss your terms with him and it's a wonderful time to put across to him the necessity of being very careful on the granting of credit himself. This is the "Achilles heel" of most service stations.

Soon after World War II one of my salesmen contacted a very fine Esso Standard Oil account, having been instructed to bear down on this account for additional business, bringing out the fact that it was illegal for Standard Oil to coerce them and that they should stock products that the motorist was demanding.

This account (and the man is still a good personal friend of mine) sent me this message:

"Esso Standard Oil is on the air five or more times each day selling Atlas and Esso products to my customers. They are helping me sell every day of the year. What is Battery and Electric Co. doing to help me sell their products?"

I thanked that man for opening my eyes.

Each service station sees an average of four to five salesmen each week and there is little that the service station needs that he cannot buy from either, and the average salesman or jobber is doing little to deserve the business he gets. . . .

Spring, summer and fall we operate some type of school in our



By **CECIL MORRIS**
President
Battery & Electric Co.
Greenville, S. C.

Excerpts from remarks made as discussion leader of a seminar on "Increase Sales from the Service Station Market" at the regional conference of Automotive Electric Association at Atlanta last month. The speaker has been a jobber for nearly 40 years and currently is the first president of the new South Carolina Automotive Wholesalers Association.

place that is open to all classes of trade, and sometimes we have two different schools going at the same time. Many of our students are from the service station trade.

The schools and clinics that we have held in the last three years are:

Three Auto-Lite electrical schools, one Carter Carburetor school, two regulator adjustment schools, one United Motors Service basic engine tune-up school, two power brake schools, one brake clinic, eight small-engine schools, two power brake installation

schools, one TBA sales and installation clinic and two Dyna-Vision clinics and schools.

When we accept a student for any school, he must either have or promise to buy the basic equipment and stock needed to make use of his schooling.

Our salesmen have all been through these schools, as we feel they cannot properly attempt to sell the customer basic equipment and a proper stock of parts unless they have been through the school.

Many of the students will buy the needed equipment after a couple of nights of schooling so that they can be cashing in on what they learn each week. Once a man has completed any of our schools, we attempt to keep him supplied with catalogs and technical bulletins as they come out. All graduates have an invitation to sit in on any future school, or if they strike a snag in their work, our shop foreman will lean over backwards to help them out. These schools are paying off for us in a big way.

Our sales clinics have been a little different. About twice a year we invite all accounts that we feel need the instruction, and most of those in attendance are service station men, to a sales-service clinic with a promise not to ask anyone to buy a single item. We only want to show them how to get some of the business that drives into their station and then out again.

In these clinics we include such items as shock absorbers, oil filters and hose, fuel pumps, carburetors, gasoline filters, spark plugs, ignition wire sets, batteries and cables, windshield washers, wiper arms and blades and mufflers and pipes.

At these clinics we try to show

the market, the proper installation method and the profit picture.

After a sales clinic our salesmen call on all those that were in attendance to discuss with them any phase of the presentation that they feel would fit into their program. Many times we do not do too good in getting stocks in, but we can see immediate results in pick-up sales from the accounts that were present, and if they begin to sell more and buy it from use, we are happy about the whole deal.

It has been our policy for many years in selling stocks to protect our customer, and if we put merchandise on his shelf that he cannot sell, we will accept it back for full credit when given an offsetting order of equal value. Our salesmen in most cases get an order for at least twice what the customer is returning for credit.

Cabinet deals such as the Delco-Remy and Auto-Lite are not sold to everyone, but most of the men who attend our schools do buy the cabinet deals with the assurance on our part that we will take back at any time parts that show they are not moving with the customer in question.

All lines we sell are guaranteed to move or we will replace with stock that will.

Your salesmen have a man-size job to sell themselves, the company and then the merchandise and service. It is necessary that this be a continuous selling program as other good salesmen will be in each day to unsell what your salesmen have accomplished.

We do not like hit-or-miss selling, although we do plenty of it. We try to get certain lines in a customer's place that are our responsibility to keep up. We strive to keep the customer happy with our merchandise and service, or if a competitor does not keep his lines up-to-date we will be first choice in getting the line. We always try to deserve the business we get, but I can assure you we like also to take a bite out of a competitor's apple if we can.

The oil companies have realized that their operators need more than petroleum products business to stay in business, and although most of them have TBA lines and have a reason to try to get this business for themselves, still today more than ever you are welcome in most service stations if you have a program of helpful service to them. . . .

Stock-checking our customer's stock and at the same time cleaning and straightening it is a must. We are now in the process of using

the folder shown here to list popular items for our customers. This was copied from another jobber and although we do not feel it is inclusive enough, still it's a step in the right direction and when we finish using what we have of these, we will reprint new ones that will more nearly meet our needs.

To get business from the service station market in a volume that is worthwhile, you must offer them more than your competitor, be he oil company or jobber. It's a long program, if you do some of the worthwhile things that we are doing to deserve this business.

Many of our customers have told our salesmen, our shop men, our counter salesmen and some have personally told me, "We throw as much business as we can your way because Battery and Electric Co. is always doing things that help us."

In closing I would like to remind you that the "service station business" is big business and in our book is becoming more important to you and me each day.

555 in Little Rock Promotes Pence

JIMMY Pence, manager of the Eldorado, Ark., branch of 555, Inc., Little Rock, for the past four years, has been promoted to general sales manager of the company's automotive division, according to J. M. Paxson, vice-president.

Travis Baskin replaced Pence, who assumed his duties the middle of last month. Pence has been employed by the company for 17 years.

Floridian Expands Services

"We have taken over the other half of our building formerly occupied by Dealers' Equipment," announced C. C. Carnes, partner of Southern Piston Ring Co., Jacksonville, Fla., "and are using this exclusively for our crankshaft grinding department. Should give much better service to our many customers."

Georgia Firm Hires Brown

Woodrow Brown has been employed as outside salesman for Piston Ring and Supply Co., LaGrange, Ga., President Ray C. Birdsall announced. Brown was formerly in charge of the parts department of Johnson Motor Co.

Members of the Industry-Wide Committee for Removal of Discriminatory Automotive Excise Tax are shown here at a recent Washington conference where they told U. S. Treasury officials that the new ruling imposing an eight per cent tax on all cleaning and disassembling of rebuilt automotive parts would be a severe blow to the industry and should be repealed. Seated are (l. to r.): William G. Weldon, Van Bergen & Greener Co., Chicago; Harold T. Halfpenny, Chicago attorney; John P. Porteous, BHT Products, Indianapolis, Ind.; and Darrell D. Randolph, Brake & Clutch Service, Dallas, Texas. Standing are (l. to r.): Robert E. Phelps, Phelps-Roberts Corp., Washington, D. C.; Richard Hahn, Chicago attorney; James Ledbetter, Jr., Arrow Armature Co., Spartanburg, S. C.; J. Austin Latimer, Washington attorney; Lee Romine, Romine Industries, Indianapolis, and Don Westling, Westling Mfg. Co., Minneapolis, Minn. Ira Saks of Accurate Parts Mfg. Co., Cleveland, O., who is chairman of the committee, was absent when the photograph was made.



Fraser Sees Redistribution Death; Predicts "Extremely Bright" Future

"REDISTRIBUTION is going to be out of the picture."

That prediction came last month from the chairman of the board of the biggest independent parts operation in the world.

Carlyle Fraser, who guided Genuine Parts Co. from its first year's volume of \$75,000 in 1928 to \$56,500,000 last year, told the National Automotive Parts Association national business conference at his headquarters city of Atlanta:

"Some redistribution will choose to go into warehouse distribution. . . . I will tell any man in the parts business he had better become a jobber or go into the warehousing business."

The former West Virginian told the approximately 800 jobber representatives, warehousemen and NAPA manufacturers:

"I can't see one thing in the future in our way," predicting that 1959 would whip the record sales of 1958. "We think the future is extremely bright, particularly in 1959."

The South and Southwest should benefit because of the growing trend of industry to decentralize, he said.

Fraser harped on his favorite theme of obsolescence, reiterating that with the exception perhaps of some cap screws and other inconsequential items, "What you have in inventory today won't be worth a nickel 20 years from now." He



Board Chairman Fraser

pointed out how the NAPA classification system and frequent checking of stock minimized obsolescence problems.

NAPA warehouses, such as the ones operated by Genuine at Atlanta, New Orleans, Miami, Boston and New York, "are so far ahead of what any other warehouse can give you that there is no comparison," he declared.

He urged the jobbers to explain to their bankers how NAPA's program lowers obsolescence as a means of rating up their credit standing. The usual banker discounts in his mind 50% whatever inventory a jobber has, Fraser said, because of the outmoded stock often found in the bins.

He invited his listeners to have their banks contact the Trust Co. of Georgia, of which Fraser is a director, if they would like to know how the NAPA plan assures an inventory against which bankers could afford to lend more money, in the event a jobber should desire capital for expansion or other worthy purposes.

The executive said his company had no plans for operating additional stores other than in areas where it has units, including the Carolinas, Memphis and Atlanta.

"We do not know if we'll do it in Miami. We probably will not," he said. Genuine acquired a warehouse operation there a year or more ago. He pointed out that only warehouse operations have been carried out at New York and Boston, while the stores have served as a means of keeping the company directly in touch with the problems of jobbing operations.

For a report on the NAPA conference at Atlanta, turn to page 164.

A standing ovation greeted Fraser, a former president of NAPA, at his speech's conclusion.

Genuine Parts stock has risen sharply in recent years as gross sales have steadily climbed. The stock was split some weeks ago.

South Carolinians Plan November Convention

THE first annual convention of the South Carolina Automotive Wholesalers Association is being planned with a lot of oomph to get the association well on the road.

That's what Cecil Morris of Battery & Electric Co., Greenville, the president, reported last month. Dates are being tentatively selected for the middle of November in Columbia.

"We feel it's most important for us to have a topflight program this first convention," said the veteran wholesaler. "We have 60 paid members right now and we know we have a potential of better than a hundred. We are going to get the association on the road in a big way by having some well-known figures on the program, discussing down-to-earth topics which should be of interest to everyone."

The association was organized at Columbia last November. Guy M. Tarrant of Columbia is first vice-president, James B. Bagwell, Jr., of Charleston is second vice-president and Eddie Jenkins of Columbia is treasurer.

Probably later this year a full-time secretary will be selected.

J. Paul Saunders Co. To Serve Alabama

ITS move into Alabama has been announced by the J. Paul Saunders Co., Bowling Green, Ky., which at the same time announced the employment of Scott J. Limes as a district representative.

The firm has been serving Kentucky, Tennessee and Mississippi since 1947 and is headed by J. Paul Saunders, who headquarters at Bowling Green, Ky.

Allen Electric equipment has been added to the line of Piston Ring and Supply Co., LaGrange, Ga., according to Ray C. Birdsall, president.

H. W. Pearson, former sales representative of The Imperial Brass Mfg. Co., Chicago, Ill., in Texas and Louisiana, has been named sales manager of its Southern division.





Members of the 30-year-old VCAWA posed—the first time in nearly a generation—for this group picture (l. to r.): seated, Bruce Cameron of Wilmington, N. C., W. C. McCubbins of Danville, Va., Floyd C. McLean of Laurinburg, N. C., J. A. Richardson of Richmond, Va., Ned Holland of Greenville, S. C., Carl G. Sproles of Bluefield, W. Va., Mrs. Clara Kohn Hawkins of Charlotte, N. C., B. W. "Whit" Ruark of Chicago, Phil Bergheimer of Richmond, Va., R. E. Kirkland of Wilson, N. C., and W. M. Goodsell of Staunton, Va.; first row standing, Jesse F. Jones, Jr., of Raleigh, J. R. Maxwell of Whiteville, N. C., C. W. Harvey and Robert Hord of Hickory, N. C., O. B. Teague, Jr., and Herman Teague of Greensboro, N. C., Wallace D. DuPre of Spartanburg, S. C., W. E. Condre of Richmond, R. E. Kirkland, Jr., of Wilson,

N. C., Lawrence G. McKenzie of Beckley, W. Va., James Simmons of Staunton, Va., and Wm. C. Herbert of Atlanta; combining last two standing rows, J. B. Bagwell, Jr., of Charleston, John F. Midyette of Richmond, Va., Oscar Newberry of Spartanburg, S. C., Edw. MacClements of Charlotte, N. C., James G. Johnson of Roanoke, Va., S. J. Williams of Norfolk, Va., Carl Johnson of Charlotte, N. C., Guy M. Tarrant of Columbia, S. C., Mason Phillips of Waynesboro, Va., R. G. Devlin of Winston-Salem, N. C., Walter F. Green of Harrisonburg, Va., H. G. Roland and Joe H. Garvey of Marion, Va., David S. Flowers of Hickory, N. C., Allen Lewis of Wilmington, N. C., H. Lester Flowers of Hickory, N. C., A. V. Dymond of Roanoke, Va., and Max A. Hayes of Asheville, N. C. Sixty-two companies hold memberships.

VCAWA Elects Bagwell At Spring Convention

J. B. BAGWELL, Jr. (at left in photo at right), of Bagwell-Elliott Co., Charleston, is the new president of the Virginias-Carolinas Automotive Wholesalers Association.

Also elected at the spring convention at Winston-Salem last month (shown l. to r. with Bagwell) were Mrs. Clara Kohn Hawkins of Charlotte, vice-president, and James G. Johnson of Roanoke, Va., secretary-treasurer. Ned Holland of Greenville (far right) is the retiring president.

Past presidents present, also shown at right, were (l. to r.): first row, James Simmons of Staunton, Floyd C. McLean of Laurinburg, Ned Holland, Phil Bergheimer of Richmond and R. E. Kirkland of Wilson; back row, H. Lester Flowers of Hickory, Bruce Cameron of Wilmington, Frank G. McKenzie of Bluefield, Wallace D. DuPre of Spartanburg, R. E. Kirkland, Jr., of Wilson and John F. Midyette of Richmond.

Convention speakers were B. W. "Whit" Ruark, now co-manager of

ASIA, and William C. "Bill" Herbert, editor of SOUTHERN AUTOMO-

TIVE JOURNAL.
(More Jobber News on page 159)





SERVICE and MAINTENANCE

Let's Sell Safety from Lube Rack

Check periodically as outlined here and you'll be helping that customer to maintain a safer vehicle — something that is your responsibility

REGARDLESS of where they get it, lubrication is the one service that car owners want each month. Therefore, when the car is on the lube rack is no better time to inspect and call to the owner's attention items which need service.

Many owners like to stand around and look while the job is being done and they soon know whether or not it is being done correctly. If so, they usually agree with the lube man's suggestions. However, they can easily detect any effort to over-sell, so we should suggest only the actually needed services. Attempts to over-sell may cause them to look elsewhere for the next job.

Lubrication and preventive maintenance go hand in hand. And when properly applied they promote Safety.

When the manufacturer's lubrication procedures are carefully followed, possibilities of abnormal wear or damage to the various parts of the car are greatly reduced. Following the manufacturers' maintenance procedure will maintain the performance and safety of the car at its peak efficiency.

The following listed inspection services should be performed at the prescribed mileage:

1,000 miles

- 1.—Inspect the condition of radiator hoses, drive belts, fuel lines and hydraulic lines.
- 2.—Inspect the fuel filter, remove and clean bowl and element, if car is so equipped.
- 3.—Check the exhaust system for loose connections and leaks, defective mufflers or tailpipes. Check the manifold heat control valve for free movement.
- 4.—Check the springs for broken

By E. M. LOWERY
Technical Editor



They may be found at any mileage. Lean them against the wall or toss on the scrap heap. That's the ideal —and safe—place for them.

leaves or coils.

- 5.—Check and clean the battery terminals.
- 6.—Test the battery voltage. Fill battery to proper level.
- 7.—Check the condition and operation of all lights.
- 8.—Examine all tires for cuts, cracks, or unusual wear. Inflate to proper pressure.
- 9.—Clean out interior of the car.

5,000 miles

In addition to the 5,000-mile lube:

- 1.—Check all doors for alignment and adjust striker plates. Clean the drain holes at the bottom of the doors.
- 2.—If convertible, check operation of top mechanism and adjust as required.
- 3.—Check and replace missing weatherstrip or rubber bumper on doors and hood.
- 4.—Check operation of all door and window glasses.
- 5.—Check the cooling system. Test concentration and level of the radiator coolant. If signs of rust



are apparent, drain and flush, then add rust inhibitor. Inspect the radiator cap and test for proper operation.

6.—Inspect and adjust all drive belts.

7.—Check rear axle housing for leaks. Tighten carrier housing nuts or bolts.

8.—Examine engine oil pan for leaks. Correct as necessary.

9.—Tighten the starter motor mounting bolts as well as cable connections.

10.—Inspect all exterior surfaces for rust or corrosion. Clean and touch up.

11.—Check the exhaust system, tighten all brackets and clamps. See that there are no cracks or leaks.

This broken front coil spring could go unnoticed without close inspection.



This was found on a car whose brake system had supposedly just recently been reconditioned completely! A car's brakes are no better than the system's weakest part. A badly deteriorated brake hose may burst under pressure at any time—and you know the frequent story from that point.

12.—Check the fuel system for leaks and tighten all line connections—also tank retainer straps. Drain a small amount of water from tank to remove any accumulation of water or sediment in the tank.

13.—Tighten all wheel nuts.

14.—Check windshield wiper blades and operation of wipers. Fill and test windshield washer, if car is so equipped.

15.—Brakes: Remove one front drum and inspect brake lining. If lining is worn excessively, reline the brakes. If brake lining is satisfactory, install the wheel and check the brake pedal reserve.

Readjust all brake shoes when the pedal reserve is less than one-half the distance to the floorboard. Check the brake pedal "free" travel and adjust to specs.

If the pedal operation is spongy, bleed the brakes and fill the master cylinder with top-quality brake fluid.

16.—Criss-cross or rotate the tires.

17.—Check and adjust clutch pedal for play, if car is so equipped.

18.—Test the compression of each cylinder. See that it is up to specs.

19.—Check and clean all spark plugs.

20.—Again check the battery.

21.—Tighten the wiring connections at the generator, voltage

regulator, the coil and the starter circuit.

22.—Test generator output. Correct as necessary.

23.—Generator regulator: Test the cut-in voltage, reverse current, voltage regulator and current regulation of the generator regulator. Adjust or replace as required.

24.—Check the starting motor current draw under load and no load. Rebuild motor if necessary.

25.—Check the ignition primary circuit for excess resistance and visually inspect the wires for faulty insulation and poor connections. Replace wires and tighten connections as required.

26.—Check the distributor.

27.—Set the ignition timing.

28.—Determine if the spark from each spark plug wire is satisfactory.

29.—Check fuel pump vacuum, pressure and flow.

30.—Test engine manifold vacuum at idle speed.

31.—Test engine combustion air-fuel ratio and function of carburetor.

32.—Check front wheel bearing. If any play is noticed, adjust as necessary.

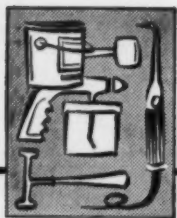
33.—Check all steering connections for looseness.

34.—Check all steering gear

(Continued on page 120)

May: Hot-Weather Ailments

Hot-weather troubles are lurking just around the corner. Ed Lowery next month will deal with diagnosing what you expect, such as overheating and hard starting when hot.



BODY SHOP OPERATIONS

We Can Safety-ize the Shop

How does your body shop measure up accident-wise?

How many accidents have occurred during the past 12 months?

How many manhours have been lost?

What did that amount to in lost shop volume?

If you don't have this information at hand, it would be well to get it, because you will probably be surprised at how much accidents in the shop cost you.

After reviewing the information, it would be well to make an inspection tour and see what caused them and what can be done to prevent their recurrence.

Here are just a few of the many accidents taken from a shop's compensation claim analy-

By E. M. LOWERY

Technical Editor

sis sheet:

Employee stepped on creeper—fell and injured left elbow. Cost, \$61.67. Look at Fig. 1.

Employee hammering on fender—hammer glanced off and hit upper lip. Cost, \$38.60.

Employee removing tire from wrecked car—lug wrench slipped and leaders in right hand were cut on "jagged" piece of sheet metal. Cost, \$142.66.

Employee removing bent bumper from car—bumper was under strain when bolt was removed—bumper hit employee in face. Cost, \$324.33.

Employee removing side of wrecked car—part of body fell on right arm. Cost, \$26.91.

They tell us that all accidents are caused. Sometimes we wonder if this or that one could have been avoided.

Here are some we know could have been avoided:

Employee grinding fender—steel got in right eye. (No goggles.) Cost, \$13. (Fig. 2).

Fig. 1—Stepping on a creeper is one of the easiest ways to get injured. All creepers should be kept off the floor when not in use.



Employee grinding on fender—metal got in both eyes. (No goggles.) Cost, \$15.

Employee welding fender—piece of steel flew off and struck right eye. (No goggles) (Fig. 3). Cost, \$57.50.

Employee was welding—torch burned eye. Cost, \$18.

Those are just a few that could have been avoided if the necessary precautions had been taken. No other shop department uses any more power tools, does as much welding and, due to the nature of the jobs performed, offers as many safety hazards.



Fig. 2—Four eyes are in danger here. Both men should be wearing suitable eye protection.

What about "proper equipment?" The body shop mechanic who takes pride in his work is a valuable asset to your shop. But he isn't any better than the equipment with which he has to work. And, the equipment is not much help unless he knows how to use it.

Probably every body shop in the country has the major tools and equipment necessary to handle any job it takes on, but much of this equipment is not being used, or is being misused because the mechanic has not been trained in its use. Therefore, he lacks the technical knowledge to use a power tool safely.

There are a number of factors that determine how much, how well and how safely a particular piece of equipment can be used. Condition, availability and technical knowledge—all of these factors are controlled by management rather than by the mechanic.

While we are checking on the causes of accidents we should ask ourselves a few questions.

Are the mechanics' tools in working condition?

Are the electrical tools in good order, well grounded and safe to use?

Are the power "jacks" and adapters in good order, or are they worn to the point where one

part may break or slip, resulting in damage to the vehicle or the mechanic?

Do the men know how to use the tools? Is everyone trained in the proper use of all equipment the shop has purchased. The man who doesn't know how to use a

piece of equipment and attempts to do so is an accident promoter to himself and others.

Look at Fig. 4. There are no complicated tools being used here. Yet this man is inviting an accident and we see this often in most shops. Recently a mechanic was killed in this city because a jack slipped and the vehicle fell on him. In conditions of this type the vehicle should always be supported by a "stand."

Going back to the power equipment, the manufacturers are usually glad to train shop personnel in how to get full and safe use of their equipment.

What about the shop's welding equipment? Are the tanks properly secured to the carts? Are the regulators in good condition, or do they leak? Are the hoses in good order and kept off the floor when not in use?

Take a look at the fire extinguishers. Can they be found when needed? Are they easily reached? Look at Fig. 5.

At its best, the body and paint shop offers certain hazards. There is the possibility of explosion of flammable vapors from paint and certain cleaning solvents, compressed air tanks, acetylene and oxygen cylinders.

To keep it at its best, here are a few accident preventive measures for management:

1.—Each accident occurring should be thoroughly investigated

(Continued on page 92)

Fig. 3—Welding without eye protection is a sure way to injury. It's just a question of time.



ACCIDENTS DON'T HAPPEN THEY ARE CAUSED BE CAREFUL!

SAFETY POINTERS FOR MECHANICS

"An Ounce of Prevention is Worth a Pound of Cure"

1. Never depend on jacks or chain hoists alone to support a car you have to work under. Block it.
2. Use only electric extension lamps and portable electric tools with cords and fittings that are in good condition.
3. Be sure your feet are clear of passing automobiles or moving machinery when you get under a car.
4. Guard against carbon monoxide gas from the exhausts or running motors. See that there is proper ventilation.
5. Do not have gasoline standing around in open containers. Use kerosene or other relatively safer preparation to clean parts.
6. Never allow creepers to remain on floor when not in use.
7. Don't attempt to lift anything too heavy for you. Get help or use a hoist.
8. Watch the wrenches and other tools you use. Keep them free of oil and in safe working condition.
9. Keep a pair of safety goggles handy and wear them when doing any work in which eye protection is needed.
10. Keep aisles and open spaces on floor free of tools and parts.
11. Guard against flashes or explosions of gasoline vapors, anti-freeze solution vapors and hydrogen from storage batteries. Keep flames and sparks away.
12. If your clothes become soaked with oil or gasoline, change them. Don't take the risk of catching on fire.
13. Never consider a job complete until you have checked to assure all lock washers and cotter pins are in place.
14. Never allow grease or oil to remain on the floor where you and others might slip on it and fall.
15. Always keep a suitable fire extinguisher near and ready for use.

TEAR ALONG THIS LINE

NEW "SCOTCH" Brand Apron Tapers at 20% off!



A-815 APRON TAPER

Dispenses single aprons up to 15" wide, or adapts with \$2.00 kit* for any combination of two paper widths up to 15", or for dispensing double-edged aprons.

Now, for a limited time only, you can buy new "SCOTCH" Brand Apron Tapers at special "deal" prices and save! These versatile Tapers make masking easier, faster, more economical! They load in a jiffy . . . aprons are formed and cut with amazing ease. Can be used for single apron masking, multiple masking, or double-edged masking.

- Rugged construction
- All purpose
- Faster, easier operation
- Finest cutter bar on market
- Lightweight, easy to carry
- New anti-backlash design

Gives you the time- and money-saving economies of the "SCOTCH" Brand Masking System! You can use tight-sticking, conformable "SCOTCH" Brand Masking Tape, and the newly improved "SCOTCH" Brand Masking Paper to cut your preparation time . . . save painting time . . . save clean-up time. Job-proved by auto-body shops to be the most efficient way to cut costs on any job.

**ALSO AVAILABLE AT
SPECIAL DEAL PRICE:**

"SCOTCH" Brand Apron Taper A-836 for single aprons up to 36" wide, or combination of two widths up to 36" with \$2.00 adaptor kit.* Ideal second taper to increase shop versatility on large-unit paint jobs. **PTT Deal Price, only \$18.00.**

NEW LOW PRICES ON MASKING PAPER

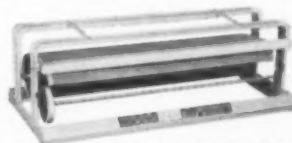
Newly developed "SCOTCH" Brand Masking Paper is now featured at a new low price. A high-quality, tough, rugged paper with low penetration factor . . . ideal for the new acrylic lacquers. Made especially for use in "SCOTCH" Brand Apron Tapers!

SAVE 20% ON PTT DEAL!

Buy one bulk unit of "SCOTCH" Brand Masking Tape—any width or type, plus one roll of 12" or wider "SCOTCH" Brand Masking Paper, or any combination of roll widths to equal 12" or more.

GET THE A-815 FOR... \$12.60
regular price 15.75
YOU SAVE..... 3.15

*A-851 Adaptor Kit at low \$2.00 price only during PTT Deal!



"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES, MASKING PAPER, AND DISPENSERS MADE BY 3M CO., ST. PAUL 6, MINN. EXPORTS: 99 PARK AVE., NEW YORK 16, CANADA; LONDON, ENGL.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW





Fig. 4—Never get under a vehicle unless it is properly supported. The jack may slip!

Safety-ize the Shop

(Continued from page 89)

by the employee's supervisor and the written accident report should give the cause of the accident and action taken by management to prevent repetition.

2.—Periodic plant safety inspections should be made of the entire operations of your plant

Fig. 5—When a fire occurs, seconds are important, so keep all fire extinguishers where they can be easily seen and reached. A good track man couldn't readily reach this extinguisher, what with all the "booby traps" surrounding it!



and a written report should be submitted to the management covering any unsafe condition observed.

3.—A safety committee composed of a member of management and supervisor for each department should meet once a month for the purpose of:

(a) Reviewing the status of recommendations, whether completed, pending or canceled.

(b) Reviewing the reports of safety committee's inspection.

(c) Reviewing a summary of the accidents which have occurred during the past period.

The safety committee should be required to make a complete report of the meeting and findings to management.

4.—The safety committee should be required to make a complete program of safety organization. This program can be handled by means of meetings, safety films, bulletins and regular safety literature. The meetings should dwell upon the causes of accidents and how they can be eliminated.

Your insurance carrier will as-

sist whenever possible with this program. However, it must be remembered that the responsibility of its success remains with the management and supervisors of your plant.

Adjusting the '59 Chevy's Roller-Type Bearings

CHEVROLET Division has issued this bulletin on roller-type wheel bearing adjustment:

Roller-type front wheel bearings are used in place of the production ball bearings on many 1959 passenger cars built for "extreme service," such as taxicabs, police cars, etc. Adjustment of these bearings is very critical and should always be performed in accordance with the procedure detailed below:

1.—While alternately rotating wheel in both directions, tighten the spindle nut until there is a slight drag on wheel.

2.—Back-off nut a minimum of 1/12 turn (or 1/2 of nut flat). If any nut slot lines up with either hole in spindle, insert cotter pin.

If slot and holes do not line-up, back-off nut an additional amount until the nearest slot and hole line up (maximum of 1/6 turn or 1 nut flat). Insert cotter pin.

Note: The roller-type bearings require use of inner bearing seal 3759306, which does not have a 90° flange on the inside of the stamping; otherwise this seal appears identical to that used with the production ball bearings.

Rambler Americans Get Air Conditioning

AIR conditioning as a dealer-installed option is now available for 1958-59 Rambler American models.

The evaporator assembly is mounted below the glovebox drawer on the right side of dash panel. It is 15 1/2" wide, 11 1/2" deep and seven inches high, and reportedly does not interfere with leg room. The system has three air deflector louvers which can be individually adjusted, a temperature control and a three-speed fan.

May: Lark Station Wagon

Tips and pointers on servicing the Studebaker Lark station wagon, including door and tailgate adjustments and replacement of glass, will come up in this department next month.

"...always ready to pitch in and help"

says **GARY WALSH**, Chrysler-Imperial dealer,
St. Petersburg, Florida

"With the customers we handle, smooth, efficient service is all-important. So we find it gratifying to work with COMMERCIAL CREDIT. They can be depended upon to handle finance paper work with a minimum of red tape or delay. Their local office people are always ready to pitch in and help. The nationwide facilities of COMMERCIAL CREDIT PLAN are, naturally, a strong point in our selling. The plan is well-known to folks from out of state, so they feel comfortable dealing with us. We know it's important for us to keep full control of financing, and we like the extra repair business that comes our way through the plan."

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Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



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1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	ENGINE		FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear				Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qu.)	Transmission (Au.) (Pla.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qu.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Le Sabre	123	62.4	60	V-8	4.125x3.4	54.45	250@4400	384@2400	364	10.5-1	4	24	20	16.5	-1 1/4	+ 1/2	1/2
BUICK Invicta and Electra	126.3	62.4	60	V-8	4.1875x3.64	56.11	325@4400	445@2800	401	10.5-1	4	24	20	16.5	-1 1/2	+ 1/2	1/2
CADILLAC 62 Series	130	61	61	V-8	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/2	0 to + 3/4	1/2 ± 1/2
CADILLAC Eldorado Biarritz, Eldorado Seville	130	61	61	V-8	4x3.875	51.2	345@4800	435@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/2	0 to + 3/4	1/2 ± 1/2
CADILLAC Fleetwood 75 Sedan and Limo	149.75	61	61	V-8	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/2	0 to + 3/4	1/2 ± 1/2
CHEVROLET 8	119	60.3	59.3	6L	3.56x3.94	30.4	135@4000	217@2000	235.5	8.25-1	5	9	20	17	0 to + 1/2	+ 1/2 to + 1/2	1/2 to 1/2
CHEVROLET 8 (283-cubic-inch V-8)	119	60.3	59.3	V-8	3.875x3	48	185@4000	275@2400	283	8.5-1	4	A	20	17.5	0 to + 1/2	0 to + 1/2	1/2 to 1/2
CHEVROLET 8 (348-cubic-inch V-8)	119	60.3	59.3	V-8	4.125x3.25	54.5	270@4400	355@2800	348	9.5-1	4	A	20	21	0 to + 1/2	0 to + 1/2	1/2 to 1/2
CHEVROLET Corvette	102	57	59	V-8	3.875x3	45	230@4800	300@3000	253	9.5-1	5	A	16.4	15.5	2 ± 1/2	0 to + 1/2	0 to .24
CHRYSLER Windsor	122	60.9	59.8	V-8	4.03x3.75	52	305@4000	410@2400	383	10.1-1	5	21	23	16	+ 1/2 ± 1/2	B	1/2
CHRYSLER Saratoga	126	60.9	59.8	V-8	4.03x3.75	52	325@4000	470@2400	383	10.1-1	5	21	23	16	+ 1/2 ± 1/2	B	1/2
CHRYSLER New York	126	61.2	60	V-8	4.18x3.75	55.9	350@4600	470@2400	413	10.1-1	5	21	23	16	+ 1/2 ± 1/2	B	1/2
CHRYSLER 300E	126	61.2	60	V-8	4.18x3.75	55.9	380@5000	450@3600	413	10.1-1	5	21	23	16	+ 1/2 ± 1/2	B	1/2
CHRYSLER Imperial	129	61.8	62.4	V-8	4.18x3.75	55.9	350@4600	470@2800	413	10.1-1	5	21	23	16	+ 1/2 ± 1/2	B	1/2
CONTINENTAL	131	61	61	V-8	4.30x3.70	59.17	350@4400	490@2800	430	10-1	8	21	22	28	0 to -1 1/2	0 to -1 1/2	.12 to .18
De SOTO Firewood	122	60.9	59.8	V-8	4.12x3.38	54.3	270@4600	390@2400	361	10-1	5	21	20	16	C	B	1/2
De SOTO Fireloom	126	60.9	59.8	V-8	4.25x3.38	57.8	305@4600	410@2400	383	10.1-1	5	21	23	15	C	B	1/2
De SOTO Firefly	126	60.9	59.8	V-8	4.25x3.38	57.8	325@4600	425@2800	383	10.1-1	5	21	20	15	C	B	1/2
De SOTO Adventurer	126	60.9	59.8	V-8	4.25x3.38	57.8	350@5000	425@3000	383	10.1-1	5	21	23	15	C	B	1/2
DODGE Coronet 8	122	60.9	59.8	6L	3.25x4.63	25.3	135@3000	205@1200	230	8-1	5	20	20	13	C	B	1/2
DODGE Coronet V-8	122	61.4	60.2	V-8	3.95x3.31	49.9	255@4400	350@2400	326	9.2-1	5	21	20	16	C	B	1/2
DODGE Coronet Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	295@4600	390@2400	361	10.1-1	5	21	20	16	C	B	1/2
DODGE Custom Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	305@4600	400@2800	361	10.1-1	5	21	20	16	C	B	1/2
EDSEL Ranger	120	59	56.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.8-1	5	22	19	20	0 to 1	1/4 to 1 1/4	.0625 to .12
EDSEL Corsair	120	59	56.4	V-8	4x3.30	52.49	303@4600	390@2900	361	8.9-1	5	22	19	20	0 to 1	1/4 to 1 1/4	.0625 to .12
FORD 8	118	59	56.4	6L	3.62x3.60	31.54	145@4400	206@2200	223	8.4-1	4	20	20	15	0 to 1	1/4 to 1 1/4	1/2 to 1 1/2
FORD 8 Custom 300	118	59	56.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.8-1	5	20	20	19	0 to 1	1/4 to 1 1/4	1/2 to 1 1/2
FORD 8 Fairlane	118	59	56.4	V-8	4x3.30	51.20	225@4400	325@2200	332	8.9-1	5	20	20	19	0 to 1	1/4 to 1 1/4	1/2 to 1 1/2
FORD 8 Fairlane 500	118	59	56.4	V-8	4x3.50	51.20	300@4600	380@2400	352	9.6-1	5	20	20	19	0 to 1	1/4 to 1 1/4	1/2 to 1 1/2
FORD Thunderbird Hardtop	113	60	57	V-8	4x3.50	51.20	300@4600	395@2400	352	9.6-1	5	20	20	19.5	1/4 to 1 1/4	1/4 to 1 1/4	1/2 to 1 1/2
FORD Thunderbird Convertible	113	60	57	V-8	4.30x3.70	59.17	350@4400	490@2800	430	10-1	5	20	20	22.5	1/2 to 1 1/2	1/2 to 1 1/2	1/2 to 1 1/2
MERCURY Monterey	126	60	60	V-8	3.80x3.44	45.21	210	325	312	8.75-1	5	20	20	20	0 to -1 1/2	0 to -1 1/2	1/2 to 1 1/2
MERCURY Montclair	126	60	60	V-8	4.30x3.30	59.17	322	430	383	10-1	5	22	20	21	0 to -1 1/2	0 to -1 1/2	1/2 to 1 1/2
MERCURY Park Lane	128	60	62	V-8	4.30x3.70	59.17	345	430	430	10-1	5	23.5	20	20	0 to -1 1/2	0 to -1 1/2	1/2 to 1 1/2
OLDSMOBILE Dynamic 88	123	61	61	V-8	4x3.69	51	270@4600	390@2400	371	9.75-1	4	22	20	20	-0 to -1	-1/4 to -1 1/4	0 to 1/2
OLDSMOBILE Super 88	123	61	61	V-8	4.125x3.69	54	315@4600	435@2800	394	9.75-1	4	22	20	20	-0 to -1	-1/4 to -1 1/4	0 to 1/2
OLDSMOBILE 98	126.3	61	61	V-8	4.125x3.69	54	315@4600	435@2800	394	9.75-1	4	22	20	20	-0 to -1	-1/4 to -1 1/4	0 to 1/2
PLYMOUTH 8 Savoy & Belvedere	118	60.9	59.6	6L	3.25x4.62	25.3	132@3600	205@1200	230	8-1	5	20	20	13	C	B	1/2
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.7	V-8	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	18	20	20	C	B	1/2
PLYMOUTH Golden Commando	118	60.9	59.7	V-8	4.12x3.38	54.3	305@4600	395@3000	361	10.1-1	5	21	20	16	C	B	1/2
PONTIAC Catalina	122	63.7	64	V-8	4.06x3.75	52.8	245@4200	392@2000	389	8.6-1	5	18.4	21.5	21.4	-1 1/2 to ± 1/2	+ 1/4 to ± 1/2	0 to .062
PONTIAC Star Chief & Bonneville	124	63.7	64	V-8	4.06x3.75	52.8	260@4200	400@2800	389	8.6-1	5	18.4	21.5	21.4	-1 1/2 to ± 1/2	+ 1/4 to ± 1/2	0 to .062
RAMBLER American	100	54.62	55	6L	3.125x4.25	23.44	90@3900	150@1600	195.6	8-1	4	20	20	11	0 to -1 1/2	-1/4 to -1 1/4	1/2 to 1 1/2
RAMBLER 8 Sedan	108	57.75	58	6L	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	10	0 to 1/2	-1/4 to -1 1/4	1/2 to 1 1/2
RAMBLER Rebel	108	58.75	59.13	V-8	3.5x3.25	39.2	215@4900	280@2500	250	8.7-1	4	20	20	20	0 to 1/2	-1/4 to -1 1/4	1/2 to 1 1/2
RAMBLER Ambassador	117	57.75	59.13	V-8	4x3.25	51.2	270@4700	360@2600	327	9.7-1	4	22	20	19	0 to 1/2	-1/4 to -1 1/4	1/2 to 1 1/2
STUDEBAKER Lark 8	108.5	57.37	56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to -1	1/2 to 1 1/2
STUDEBAKER Lark 8	108.5	57.37	56	V-8	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	-1 to -2 1/2	0 to -1	1/2 to 1 1/2
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to -1	1/2 to 1 1/2
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	V-8	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	-1 to -2 1/2	0 to -1	1/2 to 1 1/2

ABBREVIATIONS

A—Powerglide 8, Turboglide 4.
B—Left prefer 3/4. Right prefer 0.
C—Power steering ± 3/4 to ± 3/4.
Manual ± 3/4 to ± 3/4.

D—One 332 cubic inches and one 361 cubic inches.
I—Valve-in-head.
L—L-head.
L—With Air Ride —1".

1—332-cubic-inch 51.20.
2—332-cubic-inch 225@4400.
3—332-cubic-inch 325@2200.
4—Power steering ± 3/4 to 1".
5—3/4" greater on driver's side.



I've never had a minutes worry . . .

. . . no, sir—not a minute of worry over any engine job since I've used Pedrick Piston Rings. For top quality performance and long life, no other ring compares with Pedrick Formflex. But for those customers who put price ahead of everything else, Pedrick also has thoroughly dependable, excellent products. That's why I stick with Pedrick—and that's why I say *you* ought to get the facts about Pedrick rings. See your jobber.

WILKENING MANUFACTURING Co., Philadelphia 42, Pa. In Canada: Wilkening Manufacturing Co. (Canada), Ltd., Toronto 2.

DEPEND ON

Pedrick
FOR THE RIGHT RING JOB

1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (lbs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (in.)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)		Carb. Mfr.	Fuel Pressure (lbs.)	Tappet Clearance Intake (in.)	Tappet Clearance Exhaust (in.)	Intake Valve Opens 5 or (Degrees)
BUICK Le Sabre	12-5-17.5	30	10-23	12bte	VD	30-35	12-16@3800	21@14.5°	70N	St-Ca	5½-6½	Au	Au	25bte
BUICK Invicta and Electra	12-5-17.5	30	10-23	12bte	VD	30-35	12-16@3800	21@14.5°	70N	Ca-RP	5½-6½	Au	Au	33bte
CADILLAC	16	30	19-23	5bte ¹	VD	35	16@2000	22@16°	70N	Ca-RP	5½-6½	Au	Au	39bte
CHEVROLET 8	16-21	28-35	19-23	tdc	FW	33-38	24-28@3500	15@8.5°	53N	RP	3½-4½	Au	Au	16bte
CHEVROLET 8 (283-cubic-inch V-8)	16-21	28-33	19-23	4bte	VD	35	28@3750	15@15.5°	53N	Ca-RP	5½-6½	Au	Au	12½bte
CHEVROLET 8 (348-cubic-inch V-8)	16-21	28-33	19-23	4bte	VD	35	24@4000	15@15.5°	53N	Ca-RP	5½-6½	Au	Au	18½bte
CHEVROLET Corvette	18	26-33	19-23	4bte	VD	33-38	28@3700	15@15.5°	53N	Ca	5½-6½	Au	Au	12½bte
CHRYSLER Windsor	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4°	70N	Ca-BB	6-7	Au	Au	15bte
CHRYSLER Saratoga	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4°	70N	Ca	6-7	Au	Au	15bte
CHRYSLER New Yorker	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4°	70N	Ca	6-7	Au	Au	20bte
CHRYSLER 300L	15-18	27-32	17-20	10bte	CaP	35	11-17@2100	23-29@18.2°	70N	Ca	6-7	Au	Au	20bte
CHRYSLER Imperial	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4°	70N	Ca	6-7	Au	Au	15bte
CONTINENTAL	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15°	70N	Ca	5-6	Au	Au	22bte
De SOTO Firewreep, Firedome and Fireflite	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5°	60N	Ca-BB	6-7	Au	Au	15bte
De SOTO Adventurer	15-18	27-32	17-20	10bte	VD	35	17-21@4000	23-29@18.2°	60N	Ca-BB	6-7	Au	Au	20bte
DODGE Coronet 8	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16°	50N	Ca-BB	6-7	10	10	12bte
DODGE Coronet V-8	15-18	27-32	17-20	10bte	VD	35	11-15@4600	17-23@13.2°	60N	Ca-BB	6-7	Au	Au	14bte
DODGE Royal and Custom Royal	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5°	60N	Ca-BB	6-7	Au	Au	18bte
EDSEL Ranger	14-16	26-28.5	17-20	E	VD	32-36	29@3600	22@15°	55N	D	4½-5½	19	19	12bte
EDSEL Corsair	14-16	26-28.5	17-20	F	VD	32-36	29@4000	22@15°	55N	D	4½-5½	Au	Au	22bte
FORD 8	24-26	35-38	17-20	T	VD	32-36	16@2400	22.5@8.5°	55N	H	4-5	19	19	17bte
FORD 8 Custom 300	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15°	55N	D	4½-5½	18	18	12bte
FORD 8 Fairlane and Fairlane 500	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15°	55N	D	4½-5½	Au	Au	22bte
FORD Thunderbird Hardtop	14-16	26-28.5	17-20	T	VD	32-36	29@4000	18@15°	55N	D	4½-5½	Au	Au	22bte
FORD Thunderbird Convertible	14-16	26-28.5	17-20	T	VD	32-36	29@4000	21@15°	65N	Ca	5-6	Au	Au	22bte
LINCOLN	16	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15°	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey	18	26-28.5	17-20	3bte	VD	32	29@4000	22@15°	55N	Ho	4½-5½	19	19	18bte
MERCURY Montclair & Park Lane	18	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15°	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE 88 and 98	16	28-32	19-23	5bte	VD	30	22-26@4400	23.5@21°	70N	RP	5-6	Au	Au	16bte
PLYMOUTH 8 Savoy and Belvedere	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16°	50N	Ca-BB	6-7	10	10	12bte
PLYMOUTH 8 Savoy, Belvedere and Fury	15-18	27-32	17-20	10bte	CaP	35	16-20@4000	24-29.5@16°	50N	Ca-St	6-7	10	18	17bte
PLYMOUTH Golden Commando	15-18	27-32	17-20	7.5bte	VD	35	17-21@4000	23-29@18.2°	60N	Ca-St	6-7	Au	Au	20bte
PONTIAC Catalina	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5°	53N	Ca	5½-6½	Au	Au	22bte
PONTIAC Star Chief and Bonneville	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5°	61N	Ca	5½-6½	Au	Au	20bte
RAMBLER American	16	28-35	19-23	3bte	VD	33-37	16@4000	13@11°	40N	Ca	4-5.5	16	18	10bte
RAMBLER 8	16	28-35	19-23	5bte	VD	33-37	24@4200	23.5@17°	45N	Ho	4.5-5.5	12	12	12.5bte
RAMBLER Rebel	16	28-32	19-23	tdc	VD	33-37	35@4000	25.5@8.5°	50N	H	4-5.5	16	14	12.5bte
RAMBLER Ambassador	16	28-32	19-23	5bte	VD	33-37	38@3800	22@16°	60N	Ho	4.5-5.5	Au	Au	12.5bte
STUDEBAKER Lark 8	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12°	50N	Ca	3½-5½	18c	18c	15bte
STUDEBAKER Lark 6	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12°	50N	St	3½-5½	25-27c	25-27c	11bte
STUDEBAKER Silver Hawk 8	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12°	50N	Ca	3½-5½	19c	18c	15bte
STUDEBAKER Silver Hawk 6	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12°	50N	St	3½-5½	25-27c	25-27c	11bte

ABBREVIATIONS

1-½° greater on driver's side.
 abdc—After top dead center
 Au—Automatic.
 BB—Bal. and Bal.
 bte—Before top center.
 c—Cold.
 Ca—Carrier.

CaP—Crankshaft pulley.
 D—Ford or Holley.
 E—Std. Trans. premium fuel 3"bte.
 Auto. Trans. premium fuel 6" to 10"bte.
 F—Premium fuel 8" to 10"bte.
 With 361-cu.-in. engine, Std. Trans. 3" to 10"bte.
 With Auto. Trans. 6" to 10"bte.

FW—Flywheel.
 H—Holley.
 N—Negative.
 RP—Rochester Products.
 St—Stromberg.
 T—4" bte Std. or O.D. Trans.
 8" Automatic Trans.

tdc—Top dead center.
 VD—Vibration damp.
 W—3"bte Std. or O.D. Trans.
 6" bte Automatic Trans.
 —"Q" engine 7.5"bte.

Why you should stock and sell Purolator

Your business growth depends on quality
merchandise and sound, aggressive sales
support—Purolator gives you the best of both

Superior Products

Today's Purolator Oil, Air and Fuel Filters—the new, improved Super-Micronic filters—are 20% more efficient than any other leading make. This important advance is more than another example of Purolator leadership—it's your assurance of consistently superior performance that protects your reputation for quality products and reliable service.

National Advertising

Purolator is the first in the filter industry to use the tremendous sales-power of Network Radio. Week after week, during the year, Purolator reaches and sells nearly 5 million people right in their cars and 10 million in homes, over the NBC "Monitor" Network. That means Purolator is talking to *your* customers over the NBC station in *your* area, while they're driving, to give you local-level support that means business.

Sales Promotion

Count on Purolator for the most

effective programs and promotions. Purolator's traditional Spring Filter Check Time, for example, is a key sales-building activity of thousands of outlets from coast to coast. Free, attractive posters, displays and literature give you a complete package for profit. And all through the year you can look to Purolator for timely selling support that means greater volume and profit for you.

Modern Merchandising

The exclusive "Seal of Protection" sticker is just one example of Purolator merchandising leadership in the filter industry.

The "Seal of Protection" is the one and only vehicle today that constantly reminds your customer and you when it's time for a filter replacement. A "Seal of Protection" sticker is packed in every Purolator filter carton. Simply put it on the door jamb or under the hood to make every sale a repeat sale.

Practical Selling Tools

Results are the measure—and Puro-

lator's sales aids are undoubtedly the most successful and rewarding in the filter industry. The exclusive Filtair-Chek is helping to make Purolator Dry-Type Air Filters the fastest selling, most profitable line in the industry. Yet, the cost of this amazing sales device can be measured in pennies.

The new and exclusive Dispens-Air-Rack is further evidence of Purolator leadership. This practical rack provides two-way service as a display and a complete filter department. It stocks both oil and air filters—makes selection easy—signals filter inventory needs at a glance—saves time and money.

Product Acceptance

Today Purolator filters are probably the best known brand in America. Remember, too, that more people buy Purolator filters than any other make—proof that the fast-moving Purolator line of filters for every car is your best bet for profit.

"Purolator" and "Super-Micronic", Reg. U. S. Pat. Off.



The Standard Equipment Line

PUROLATOR

OIL, AIR & FUEL FILTERS

PUROLATOR PRODUCTS INC., Rahway, N. J.; Toronto, Ontario, Canada

Special promotions give Texaco Dealers a big edge!

Again this year, Texaco Dealers will hit the jackpot with Texaco's annual Spring advertising-merchandising campaign—one of three giant promotions scheduled for '59. It features a Spring Safe-T check-up, and will influence motorists everywhere to see their Texaco Dealers—giving them a good opportunity to make *permanent* customers.



TRAFFIC-BUILDING RECORD ALBUM OFFER!

This new Benny Goodman album, with 11 great swing tunes, will bring motorists in for a Safe-T check-up and for the coupon that gives them this big \$3.98 value for only \$1.00. A similar offer last year was a big traffic builder for Texaco Dealers everywhere.

"SWING INTO SPRING" TV SPECTACULAR!

Starring Benny Goodman, "King of Swing" and these big names of the entertainment world! Peggy Lee! Ella Fitzgerald! Andre Previn! Lionel Hampton! Shelley Manne! The Hi-Lo's! This '59 "Swing Into Spring" will out-do last year's tremendous

success. It will build station traffic by plugging the special Record Album offer. It will bring car owners in for a Safe-T check-up . . . and many will become *permanent* customers. See and hear the show yourself—tune in April 10 on CBS-TV!

PLUS...A BARRAGE OF TV AND RADIO SPOTS!

In addition to the "Swing Into Spring" send-off, there will be a round-the-clock program of TV and Radio spot announcements. Car owners will see and hear them at home, and hear them while driving. These broadcasts, too, will help to make new customers for Texaco Dealers.



PLUS...ANOTHER DYNAMIC TEXACO "FIRST!" An estimated nearly 12 million readers will see this unique full-color multiple-page ad in the Saturday Evening Post, April 18. It will sell hard for Texaco Dealers, helping to boost station traffic and profits. It is another Texaco first—a big "scoop" in the petroleum industry!



Life, April 20 American Legion, April Look, April 28 Sunset, April

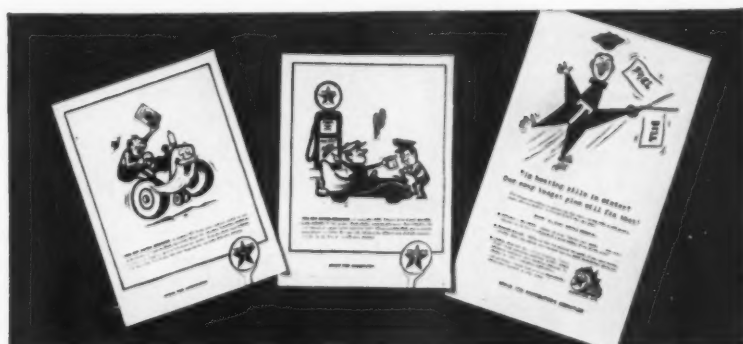
PLUS...FULL-COLOR 2-PAGE SPREADS IN THESE 4 BIG NATIONAL MAGAZINES! These striking, compelling ads will be seen by an estimated 40 million readers. They go into the homes of *car owners*—responsible drivers who want good products and efficient service performed with an eye to their safety.

PLUS...BILLBOARDS! Thousands, on highways from coast-to-coast! They'll be seen at the most effective time—when the car owner is behind the wheel!

PLUS...POINT-OF-SALE TRAFFIC BUILDERS! 4 Colorful Window Streamers... selling the campaign and the car owner when he is in the station!

Local Tie-in Advertising—hard-selling newspaper ads and radio spot announcements, for Dealers to run over their names.

PLUS...BIG CASH PRIZES FOR DEALERS! Cash prizes will be awarded Texaco Dealers who do outstanding jobs of getting new customers by tying-in with the big Spring promotion!



CO-OP ADVERTISING PROGRAM. In addition to these big national promotions, a wide variety of hard-selling newspaper ads, radio and TV spots, available to Texaco Consignees and Distributors. They are *proved* business getters.

6 REASONS WHY YOU CAN MAKE MONEY AS A TEXACO DEALER OR DISTRIBUTOR

1. *The best petroleum products*, known and accepted by car owners nation-wide. Continuous research and development insure that Texaco will always have outstanding products.
2. *The best point-of-sale and direct mail promotional material* to help bring in motorists and bring them back!
3. *The best and biggest national advertising program* . . . constantly selling Texaco Dealers to car owners everywhere.
4. *The best customer credit card* . . . in fact, the only petroleum credit card honored under one sign nation-wide.
5. *The best retailer policy* . . . Texaco helps its Dealers to market nationally-advertised and accepted TBA products.
6. *The best opportunity to cash in on "touring" business* . . . because Texaco customers at home like to stop at Texaco stations when on the road. This means you have more than 40,000 other Texaco Dealers helping you.

THE TEXAS COMPANY



A solid future is one of the advantages of being a Texaco Dealer or Distributor. There may be an opportunity for you. Investigate . . . send this coupon to:

SALES MANAGER
THE TEXAS COMPANY
135 E. 42nd STREET
NEW YORK 17, N. Y.

I would like to get complete information about the possibility of teaming up with Texaco as a
☐ Dealer, ☐ Consignee, ☐ Distributor. (Please check).

NAME _____

STREET _____

CITY _____

STATE _____



**New Binks
STEADI-GRIP
painting
outfit**



Binks
EVERYTHING FOR
SPRAY PAINTING



SPRAYS AT ANY ANGLE the factory way

By separating the cup from the spray gun, Binks makes the gun easier to handle. The painter uses the proper spraying angle for every surface without worry about cup interference or spillage. He makes uniform strokes because 3 lbs. of tiring weight is taken off his arm. He works longer between refills with the separate 2-quart cup. He turns out factory quality with the same spray gun, nozzle set-up and pressure application method used by the factory for today's modern automotive finishes.

◀ **Ask for free Bulletin A81-1**

which gives full details and points out the many advantages of using this new portable painting outfit. See your local jobber or write direct to the address below.



SPRAY
GUNS



AIR
COMPRESSORS



NATIONWIDE
SERVICE

Binks Manufacturing Company
3126-38 Carroll Avenue, Chicago 12, Illinois
REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES

SEE YOUR CLASSIFIED  DIRECTORY

Safety Is Our Business (Continued from page 62)

ment is cheaper than having to replace a wornout tire.

About 75% of our jobs are sold in personal contact with customers on what their cars need. Perhaps 25% are sold over the telephone after we have put a customer's car through inspection. We do not advertise except for an occasional local piece in a civic, religious or business organization periodical. No special prices, no specials of any kind are used to induce traffic. Our three mechanics are on weekly salaries. We generally take care of diagnoses and have our mechanics carry out the work.

We believe the constantly changing car requires continuous alertness and study to keep up with the newest changes and developments. Though we have been working on cars for years, we still attend factory brake schools when they are available.

We read attentively every factory bulletin for guidance on maintenance and replacement of constantly changing parts. Filing bulletins carefully in a looseleaf notebook where we can readily locate them when needed, we have more than once recalled a note or item on instruction when confronting a new part. Indeed, we have seen and corrected mistakes where shops had not kept up.

Last year our expanding volume led us to acquiring added space across the street, so that we have departmentalized brake and front-end in one shop, wheel alignment and balancing in another. If our equipment were to be replaced today, cost would be about \$15,000.

To the young shop interested in expanding its safety volume we would say that the average car presents enough wear and tear in safety items to keep it continually and profitably busy. If you take the trouble to explain to a customer why steering gear needs overhaul, 75% will go along with you.

Selling just means explaining.

And, believe us, most drivers will try to understand.

Texas Ford Body Names Roach

Jack Roach, Jr., president of Jack Roach Bissonnet, Inc., has been elected president of the Houston, Texas, district of the 1959 Ford Dealers Advertising Fund.

What's Your Role?

(Continued from page 63)

We could go on and on relating cases where, by not living up to his responsibility and doing the job properly, the serviceman was directly responsible for the accident.

We, as automotive servicemen, must realize that the safety of our customers' cars is our direct responsibility and we should "step up" to it.

Why not start today and establish an "Automotive Health Clinic" in your shop? Run through the clinic every car that comes in and give each owner a clinical report of the condition of his car. Advise what is unsafe and needs attention.

When we do a repair job, let's do it properly and completely. Then test it to prove our work. By doing this we can go a long way towards keeping mechanically "sick" vehicles off our highways and streets, thereby reducing the number of accidents.

The illustration with this article is an automotive health clinic form. It can be changed to meet your requirements. Try using it. Fill in two copies on every car. Give one to the owner and keep the other in the owner's service file for your future reference.

1959 AEA Parts Catalog Includes "Foreigns"

Its 1959 Electrical and Fuel Systems Catalog recently published by Automotive Electric Association includes some foreign cars and is said to be the most comprehensive ever compiled by the association.

Providing a ready reference for all popular fast-moving parts for distributors, generators, starting motors, carburetors, fuel pumps, fuel gauges and fuel lines for all passenger cars and light trucks, the catalog lists original-equipment units and parts, including an illustrated section to aid in identifying parts listed. Over 300,000 copies will be distributed through AEA central and service distributor members.

Ignoring Shocks Unsafe

(Continued from page 71)

said.

The five mechanics, who work on straight weekly salaries, also are trained to make similar checks.

"In Texas, checking shocks is not required as a phase of the an-

nual safety check," Skrobarcek said, "but I think the shocks should be on the list of equipment that should be checked. A car's brakes may be perfect, the lights all in order and the windshield wiper operating perfectly and it still can be subject to unsafe driving under certain conditions if the shocks are not performing normally."

Danger from malfunctioning shocks comes mainly when a car makes a sharp turn at comparatively high speed, Skrobarcek explained. Bad shocks may cause the car to sway unduly on the turn and throw it out of the driver's control.

A vehicle with poorly-function-

ing shocks is an unsafe vehicle—particularly on fairly fast highway driving, this independent shop owner strongly emphasizes to his customers, and he feels that he has been negligent in his duty if he finds poor shocks on a car and does not point out the hazard of driving without rectifying the condition.

He features shocks on a large painted sign in front and to one side of the garage, and his advertisements in the telephone book also stress shock service.

"But mainly we get profitable shock business," he explained, "by watching for bad shocks on vehicles of regular customers and calling the condition to the attention of these customers."

Cappy says: **W-I-D-E-N**
YOUR MARKET...

Stock and Sell... **CAPAC** [®] **NEW and REBUILT FUEL PUMPS**
maximum capacity and handy REPAIR KITS

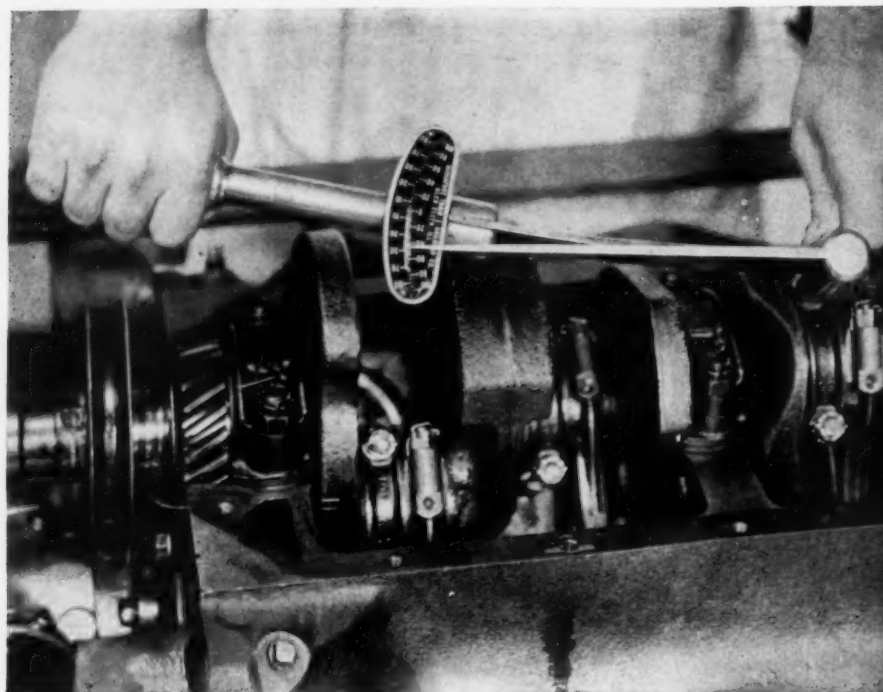
AS ADVERTISED IN THE SATURDAY EVENING POST

With this COMPLETE fuel pump service line, you can match the item to every shop's repair-job need. Keep costs down and profit margin high with a dependable new CAPAC Fuel Pump or precision-rebuilt pump backed by Capac's guaranteed quality. Rebuilt or new, CAPAC FUEL PUMPS assure complete, lasting satisfaction in service... on every car and truck.

CAPAC Fuel Pump Repair Kits and Diaphragm Kits are always dependable for minor repairs. Write for Catalogs and Price Schedules

A PRODUCT OF **WELLS MFG. CORPORATION**
FOND DU LAC, WISCONSIN
Mrs. of Automotive & Magneto Ignition Parts — Dependable Quality for over 50 Years

Better products, faster, from your Federal-Mogul jobber:



THOUSANDS OF TYPES AND SIZES of engine bearings are available in the complete Federal-Mogul quality line.

You work smoothly, quickly, profitably with Federal-Mogul precision-engineered bearings!



Precision-insert engine bearings need no boring, scraping or finishing . . . save you time that's money in your pocket

Your profit margin depends on turning out good work *fast*! So you need speedy service on parts that fit right to save you time . . . are quality-made to insure customer satisfaction. Get both with precision-engineered Federal-Mogul engine bearings.

You work faster because precision-insert engine bearings need no boring, scraping or other fitting. Install them in a true-round bore with a properly ground crankshaft, and you get correct oil clearances *automatically*. Federal-Mogul precision-inserts are made to tolerances as fine as .00025" . . . come in the correct size or undersize to boost your profit on *any* rebuild.

Thousands of types and sizes are available in the complete Federal-Mogul line . . . and your Federal-Mogul jobber gives fast delivery on each and every number. Call him today!

FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

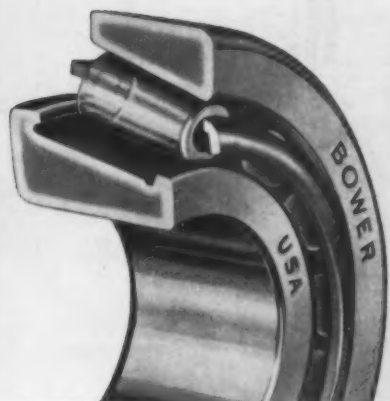
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



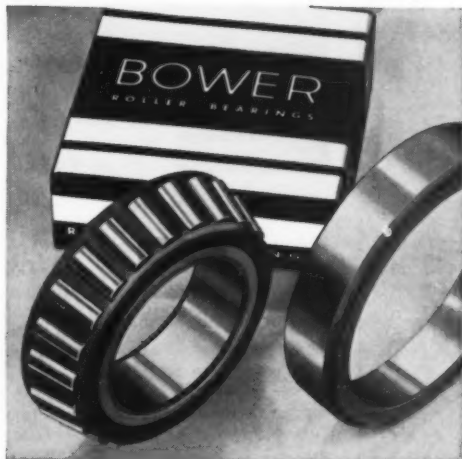
Better products, *faster*, from your Bower bearing jobber:



Spher-O-Honed tapered roller wheel bearing takes radial and thrust loads equally well . . . has a long, trouble-free service life.



Here are 3 good reasons why you should go after wheel-bearing replacement trade



Customers are everywhere . . . and a small investment in Bower Roller Bearings pays off quickly as fast-turnover, high-profit replacement business

Millions of cars, equipped with roller bearings in the front wheels—and *all* can be replaced with Bower Roller Bearings. You can handle this trade, and here are three basic reasons why you should go after it:

1. **Unlimited market**—Every wheel bearing is subject to normal wear; also may be attacked by dirt and water, ruined by improper installation or adjustment.
2. **Minimum investment**—You need only a basic stock of Bower Roller Bearings and a few simple tools to become your neighborhood's wheel bearing service center.
3. **High profits**—Your Bower stock is tailored to turn over quickly, bring back top dollar on your investment.

Call your Bower jobber *today* for full information, and for fast delivery on Bower tapered and straight roller bearings.

BOWER ROLLER BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



Change Truck Tires *EASIER* with **JOB-DESIGNED KEN-TOOL QUALITY BEAD LOOSENERS**

Free frozen beads quickly with exclusive Ken-Tool Bead Looseners. They provide greater leverage . . . loosen the most stubborn truck tire beads quickly, easily.



SEE YOUR JOBBER on the complete line of *Job-Designed Ken-Tools*. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. **THE KEN-TOOL MFG. CO., AKRON 5, OHIO.**



Exhaust-System Sales (Continued from page 74)

may cause illness, even death.

"We remind customers of the case a couple of years ago when a family traveling in a station wagon with two children in the rear thought they had fallen asleep. The weather was bad, the windows were closed and the children died of carbon monoxide inhalation.

"The kind of noise caused by an improperly operating exhaust system is unlawful in this area. The car driver is subject to fine. Replacing the muffler would eliminate the noise that is so annoying.

"We point out that an explosion can happen with a mashed or bent tailpipe that does not allow exhaust to escape."

When hazards are pointed out, ten customers in ten order their mufflers and tailpipes replaced.

A muffler is an item that drivers themselves frequently request checking. Men particularly will notice that something is wrong with the exhaust.

"However, it is not station signs, not contests, that bring us our good volume," added Eastham. "It is our own conscientious checking on each individual car that pulls in. We sincerely desire to protect our good neighbors who are our customers."

B. T. Crump Co. Opens Nashville Branch

A SECOND branch was opened April 1 at 1925 Broadway, Nashville, Tenn., by B. T. Crump Co., Inc., Richmond, Va., to serve customers in Indiana, Kentucky, Tennessee, Alabama and Arkansas.

District sales manager for the area is Walter W. Fritz of Nashville. The branch will distribute the company's line of seat covers, convertible replacement tops and coil spring fiber cushions, plus a complete line of automobile trim supplies. In September 1957, a Crump branch was opened in Greensboro, N. C.

Ford Transfers Blunt

Owen T. Blunt has been named manager of Ford Division's Dearborn, Mich., assembly plant, moving to his new post from Louisville, Ky. From 1951 until 1957 Blunt was assistant plant manager at the Ford assembly plant in Hapeville, Ga.

(Advertisement)

service station tune-up business **GOING-UP!**

Service Stations are entering a new era of customer service. What was once a duty of pumping gas, adding oil, and then somewhat later, selling TBA items, is fading fast. Today, service stations are facing the challenge of offering minor service functions. What has caused this gradual expansion of customer service? The customers themselves.

Take tune-up for example. With more vehicle owners than ever, and yet with no appreciable increase in service shops to handle their vehicles, owners have had to turn to service stations equipped to offer tune-ups.

Let's consider this, too. These millions of vehicle owners are relocating. We find them in abundance in suburban and rural areas. And, naturally, they want *local, neighborhood* service. So the service station is fast becoming the stop for tune-up service. The progressive service station is equipping to handle this new trend, and finding that among all minor services, tune-up ranks first in profits.



Some station operators are hesitant to join the trend because of the lack of qualified mechanics. But one manufacturer—who has been in the business for over 35

years—has taken the "bull by the horns" and has done something to help alleviate the situation. This manufacturer—C. E. Niehoff & Co., Chicago—has just published a new, simple how-to-do-tune-up manual. Called the "ABC's of Motor Tune-Up" this manual—or better yet, this tune-up guide for greater profit—makes it possible for even the "cub" mechanic to do a highly satisfactory tune-up job. This new tune-up guide, coupled with the Niehoff special tune-up assortments of both ignition parts and testing equipment, seems to be the answer for service stations wanting "in" on the new minor service opportunities. Further information is available from C. E. Niehoff & Co., 4925 Lawrence Avenue, Chicago 30, Illinois.

the greatest

TUNE-UP

package in history!



now...from NIEHOFF...everything you need
FOR MONEY-MAKING TUNE-UP SERVICE!

Here they are—two complete tune-up packages styled to get you into the money-making tune-up business! With the Niehoff Major or the Niehoff Minor you get everything needed for major and minor ignition tune-ups. Both include ignition parts and testing equipment—PLUS the ABC's of TUNE-UP, the easy-to-understand "know-how" guide that makes tune-up experts out of cubs!

Take advantage of the trend to service station

tune-ups—be ready to give car owners in your neighborhood the ignition service work they want.

Boost your gas, oil and TBA sales . . . increase customer loyalty, add prestige to your operation! Do it with NIEHOFF—your *one source* for everything in tune-ups—parts, test equipment and know-how. Ask your jobber—or write us direct—for full details. Do it today.

NIEHOFF

AUTOMOTIVE PRODUCTS

SOUTHERN AUTOMOTIVE JOURNAL for April 1959

*Send for new booklet that explains the
Niehoff Major and Minor, "The Trend is to You".*

C. E. NIEHOFF & CO.

4925 Lawrence Avenue, Chicago 30, Illinois

Ignition Parts • Testing Equipment • Hydraulic Brake Parts

Want more facts? Use Reader Service Card Page 137

109

Pulling Wheel Pulls

(Continued from page 75)

This would have been a \$1.50 lubrication and nothing more, if Auto Service Co. had not remembered the importance of the front wheel. A service sales of \$40 was rung up.

In another recent case a woman driver came in with her car for lubrication. In moving the car from the parking lot to the garage, Pittinger observed the brakes pulling to the right. Telephoning the cus-

tomers, he described the condition and recommended that front wheel cylinder be overhauled and a brake reline job. As a steady customer of Auto Service, the woman consented and a \$40 sale was made.

A checkup on mileage is another index to brake work. Pittinger recalled that a car with 32,000 miles on it had come in for a lubrication. There were no complaints of unusual behavior. The driver had not noticed that his car was slow in coming to a stop. So Auto Service again pulled its favorite

front wheel and in the customer's presence pointed out the thin strip of brake lining left. Here was a \$30 job that would surely have fallen to another shop if the customer had been on the street, unable to stop his car and the nearest garage had taken care of it.

"We are especially concerned with car safety. Brakes are our No. 1 item in keeping a car safe, he said. "We promote safety with the customer by telling him that from time to time we shall be checking his brakes, steering, windshield wipers and lights. Safety is not hard to sell, but I think it should be sold on the individual car to the customer who is in the shop."

Pittinger shows the customer the lining that is thin, the wheel cylinder that leaks and ruins the brake drum, the brake pedal that is down, the scored brake drum, the windshield wiper scratching the windshield, the taillights that are gone.

"Your customer wants a safe car and wants you to tell him when his car is not safe," he said. "The few minutes it takes to check and save him from inconvenience or accident are well worth it to you and to him. He will tell others that you are on the ball, that you know what you're doing. Your customers will multiply through his recommendation, through word of mouth."

Auto Service Co. has \$800 invested in a brake drum lathe and brake reline machine. An earnest and mechanically inclined person can be trained within six months to be a competent and efficient brake mechanic, according to Pittinger.

Dallas Firm Celebrates 25th Anniversary

ONE Star Cadillac Co., said to be one of the oldest authorized new-car dealerships in Dallas, Texas, recently celebrated its 25th anniversary with a banquet for all 165 employees, four of whom started with the firm.

Founded by N. J. DeSanders, now chairman of the board, the company handles distribution for more than 1,600 new cars annually for 21 dealers in 30 north and east Texas counties. In addition, the four-acre dealership location houses new-car showrooms, business offices, service, paint and body departments, as well as upholstery department and used-car sales and storage areas.



L&S BEARING



Soon the bold new look in package design will enhance the shelves of progressive jobbers who stock L & S bearings. Identification of the right bearing for the right job is . . . as quick as a glance. Fill orders more promptly . . . eliminate costly errors. Attractive on your shelves and the profit is pleasing to your bank account. It's another L & S service . . . at no extra cost.

L&S BEARINGS

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA

First of its kind!
ANNOUNCING



Liquid
SATIN

**for acrylic and other
modern car finishes**



Liquid Satin is a product of modern chemical research, carefully formulated to maintain the luxurious, brilliant appearance of acrylic and other modern finishes.

Not a polish . . . because polishes and waxes cannot improve the hard, mirror-bright acrylic finishes—

Not a cleaner . . . because normal cleaners tend to remove part of the finish, along with dirt and film—

You and your customers can count on perfect results every time with Liquid Satin. It works

gently, but with instant effectiveness . . . dissolving road film, dirt and other foreign matter without marring the brilliant finish of the car. Wipes away easily, effortlessly with a soft cloth.

Be the first to sell amazing new Liquid Satin. It's sure to build plenty of repeat business for you—and bring in many new customers as well.

Your Whiz distributor has an interesting and valuable offer that will introduce Liquid Satin to you and your customers. Don't delay—call him now.



AUTOMOTIVE CHEMICALS

R. M. HOLLINGSHEAD CORPORATION

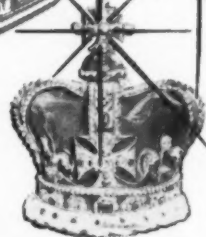
Sunnyvale, Calif. • CAMDEN, NEW JERSEY • Toronto, Canada

Filko GOES NOW FOR ALL 3 SYSTEMS the **UNITIZED**



EXCLUSIVE FILKO
"TEMPERED NYLON" PROCESS
...gives the entire nylon unit extra
service for longer lasting
high-speed performance!

filko *Crown Jewels of Ignition*
F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 51, Ill.
20 Public Warehouse facilities serving
all leading trade areas.



G-537

ALL THE WAY!

CHRYSLER • GM and FORD FAMILIES

NYLON ARM



PRACTICALLY INDESTRUCTIBLE
... Nylon Rubbing Block is unitized with bearing in arm, thus insuring perfect balance of the arm.

PRECISION BEARING ACTION
... nothing like this new Unitized Nylon Bearing for long life
... it's practically friction-free!

Pre-Set
... a Filko First: These patented factory pre-assembled and pre-adjusted contact sets are now available with all the additional advantages of the Filko Unitized Nylon Arm. Combined, these two advancements spell "greater customer satisfaction than ever before!"

Filko FIRST WITH COMPLETE LINE!

Bearing—Rubbing Block—Arm—all three are now combined into *one* Unitized Nylon Unit. Here is streamlined, light weight construction that *insures* perfect *precision-set* point alignment for the entire life of the unit!

Again, Filko Completeness lifts the profit limits on this latest ignition achievement... with the

first complete line of Unitized Nylon Arm Contact Sets—in both "Pre-Set" factory pre-assembled and conventional types—for practically *every* make and model vehicle. Here, again, is another reason why every "Crown Jewel of Ignition" is more than a replacement part... it's a true improvement in ignition!

... another reason why the entire industry is following Filko!



Soundmaster

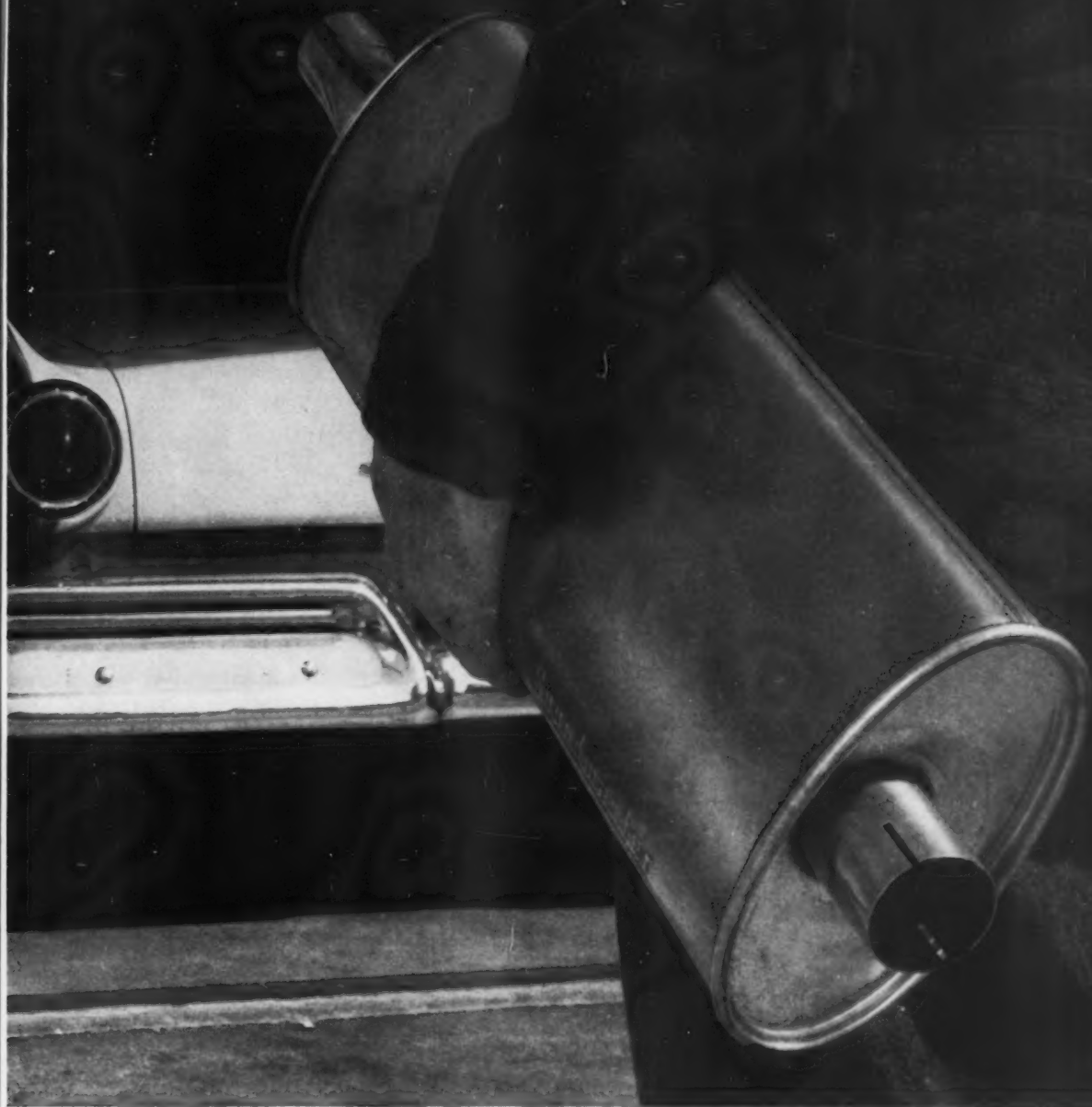
... in visibility

Tell people you want their muffler business. Get out in front with Soundmaster signs. Your customers can't overlook their three-color message . . . or the convenience that you, their *regular* serviceman, offer—right in the neighborhood.

... in availability

Soundmaster helps you give your customers top service *without* making a big investment in inventory, because all numbers are immediately available from your nearby N.A.P.A. Jobber.





is out front

...in long life

Soundmaster gives your customers up to 300% longer muffler life by using—not one—but *four* major methods of corrosion control... complete drainage systems... premium coated materials... asbestosized shells... Open Flo Design.

...in service tools

Save time, trouble and labor on exhaust system jobs. See your N.A.P.A Jobber Salesman now about the special Soundmaster tool offer—Heatmaster, Kutmaster, Muffler Cutter and Pipe Twister at reduced prices... tool board free.

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

Readers are invited to contribute to—

SHOP TALK

WANTED: SAFETY INFO

Hallendale, Fla.

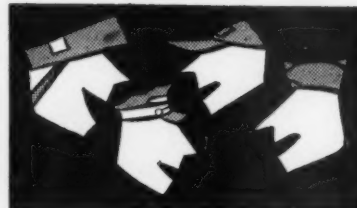
Gentlemen:

As a student in high school, I am making a research paper on automotive repair shop (garage) safety to prevent fires, electrical accidents, etc.

Would you please send me any information, leaflets and booklets you have pertaining to this subject?

LYLIA JEAN WALKER,
19 N. W. 5th Ave.

Glad to send you a copy of our April 1957 issue devoted to safety.



A column of informal comments about the automotive trade and its problems

New ARMOR-FLEX Protector Mats



You can see the difference in quality

... you will see the difference in sales

A new line of protector mats superior to anything you have seen in the field! These mats are all-new . . . new rubber-plastic composition with *Polene**, new luster-sheen finish, new space-age styling. In 5 solid colors or two-tones. Custom-fitted door-to-door mats, twins or utility mats.

Eye-catching new merchandising material and cartons.

DOAN MANUFACTURING, 1725 London Road,
Cleveland 12, Ohio

* Trademark

Division of Anchor Industries, Inc.



259



"SMALL" CARS' NAMES

Southern dealers are betting Ford's "small" car will turn out to have the name now carried by Edsel, named after the son of Henry Ford I and the father of the present president of Ford Motor Co.

"Falcon" appears a good bet for the 108"-wheelbase anticipated from Chrysler Corp.'s economy camp.

"Chevrolette" has a chance for General Motors' bid for "economy-car" buyers.

The best gossip at press-time said that you can expect Chevy (if that's the division to handle it) to display its little baby first—maybe as early as mid-August. Ford and Chrysler will trail later a minimum of two months or more.

SOUTHERN AUTHORITY IN YANKEELAND

A good-natured Yankee who has become quite an authority on the Confederate War lives in Detroit, believe it or not, yet he has seldom visited portions of the South to refurbish, first-hand, his knowledge.

He's Bob Fancett, director of Dodge Division's Truck News Bureau.

His Southernmost visit while pursuing this hobby interest is Petersburg, Va.—not exactly what South Georgians would call the

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



One of Fresno's leading dealers, Allan R. Crocket heads the DeSoto Dealer Association of Northern California, represents his region on the DeSoto Factory-Dealer Council.

Fresno De Soto dealer **Allan R. Crocket** expects the twenty-first year to be one of his biggest, because—

“The '59 De Soto is undoubtedly the best-quality car we've had”

Allan R. Crocket, partner of Crocket Bros., Fresno, Calif., is confident that the current model year will be one of the best since the dealership signed with De Soto in 1938.

“I felt this would be a good year when I took delivery of our first '59 De Soto at the dealer preview in Detroit last September,” Mr. Crocket says.

Sweetest running car I've ever driven

“I think the '59 De Soto is the best-quality car we've had in our 20 years with De Soto. The materials are excellent, and the workmanship is very good. Personally, I believe that it's the sweetest running car I've ever driven.

“The public has responded tremendously to this new car and wants it. People like the new

De Soto features, and most of all, they like the quality and price. We're shooting for all-time-high sales in '59—and with the quality product we have to sell, we're sure we'll make it.

De Soto promotions more than “window banners”

“Helping us will be what I think is the best merchandising support being offered by any car manufacturer. A De Soto promotion is more than just a package of window banners. It's a complete selling campaign that helps keep our salesmen on their toes and brings in prospects. We use every one the factory sends out.

“This looks like a good year for De Soto—and for us.”

IT PAYS TO BE A

DESOTO DEALER!

NOW A HAND CLEANER DISPENSER THAT LOADS IN LESS THAN 1 MINUTE!

New 5-lb. can of Mac's Waterless Hand Cleaner slips right on dispenser. Here's all you do:



Introductory offer:

Two 5-lb. cans Mac's Waterless Hand Cleaner and new slip-on dispenser \$7.11

Mac's Waterless Hand Cleaner can be used with or without water. Contains Lanolin... won't dry skin. Your NAPA or company jobber has it. Order now!

MAC'S
MAC'S SUPER GLOSS CO., INC.
Los Angeles 42, Calif. • Cincinnati 26, Ohio
DON'T WAX IT, MAC'S IT!

Deep South. His wife, too, has gone in extensively for history of the war.

Fancett's topmost hero? Robert E. Lee, of course.

Chrysler Corp. Develops All-Aluminum Truck

A LIGHTWEIGHT, all-aluminum truck, said to possess the versatility of a tank, yet which can float and be parachuted from the air, has been designed and built for the U. S. Army by Chrysler Corp. and was demonstrated earlier this month before Army officials at Fort Bragg, N. C.

Its exceptional light weight permits the truck to float, yet it will carry a load of 5,000 lbs. without potential travel delays caused by water barriers or bridge crossings. Engineers cited this as a decided military advantage, since under actual combat conditions the vehicle could avoid bridges which are a natural target for enemy fire.

Eight independently sprung wheels, together with wide-section low-pressure tires, give the truck the cross-country versatility of a tank or track-laying carrier. However, because of lower ground pressure under the tires, according to Chrysler Defense Operations engineers, the vehicle can operate at highway speeds.

Unitized construction of body and chassis makes it possible for the truck to carry a greater payload in proportion to its over-all weight than is the case with other ground vehicles, it was claimed. On cross-country operations, it reportedly can carry two-thirds of its own weight in men and weapons, as against one-third to one-half in the case of vehicles currently used. The truck is about two and one-half feet shorter than comparable Army trucks and weighs some 5,000 lbs. less.

Waindel Joins Studebaker

Gerald Waindel will direct an expanded public relations program for both Studebaker-Packard Corp. and Mercedes-Benz Sales, Inc., according to S-P President Harold E. Churchill. Most recently Waindel was on the public relations staff of J. Walter Thompson Co. in Chicago, and for several years he was director of advertising and public relations of Associates Investment Co., South Bend.

Everything
TO BUILD PROFITABLE
VOLUME FOR
AUTOMOTIVE
SERVICE SHOPS

SUPPLIED BY YOUR
**Supercharger
JOBBER**

• IDEAS
to help your staff
sell more service
• PARTS
and
SUPPLIES

for all makes of cars
and trucks

Your SUPERCHARGER JOBBER is well and favorably known as the SERVICE SHOP'S FRIEND. He fills your needs completely, honestly, efficiently and economically. With money-making and money-saving merchandising ideas. With famous, brand-name parts, supplies, accessories, tools and equipment to service, repair and overhaul all makes of cars and trucks. Look to your SUPERCHARGER JOBBER for authoritative tips on "How to Sell" techniques, profit formulas, monthly sales programs, new trends, technical information, management suggestions and a host of other automotive repair shop success nuggets.

GIVE PREFERENCE
TO YOUR
Supercharger
JOBBER
and

Watch how
YOUR CUSTOMERS
GIVE Preference to YOU!



Dear Bill,

I'm with you, brother, on the matter of the wacky tastes of our customers and in the matter of the type engine they want — high power or economy—or both.

It takes a magician to keep each one happy in his choice, but what really throws us is when one changes his mind about which he wants after he has bought the car.

Let him buy the highest compression ratio, multi-carb, big-bore job and then suddenly decides he'd like to operate it on standard gas and get 25 miles per gallon . . . and we've had it!

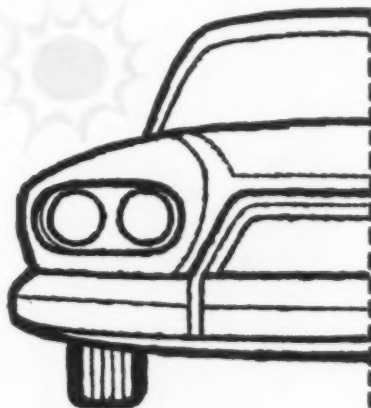
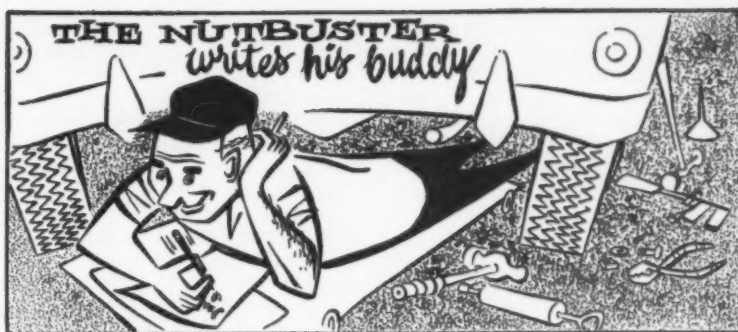
While we can't do much for this guy who wants to change horsepower in the middle of the stream, we sometimes do have to talk like a dutch uncle and work a few miracles for different customers who have identical cars with different octane requirements or with a car that has slowly raised its requirement until it needs a higher octane fuel than it did originally.

It's hard to explain to the average man that the engines that drop off the production line aren't always as alike as two peas in a pod. What with the plus and minus tolerances there is a possibility of the high-side tolerances getting in one engine to raise its octane requirement above others on the same line.

Add the possibility of manufacturing differences to the driving differences of individual owners and you have another stack of variables that includes different oils, fuels, and resulting carbon deposits which further complicate the picture and bring about knock and ping complaints.

When these ping jobs can't be quieted by cleaning the carbon by a nice, fast run down the highway, we find a cooling system cleanout will help. A lower-reading thermostat may reduce ping also, if engine temp is the contributing cause. Then we make the usual basic timing and advance adjustments, check spark plugs for proper range and see that the fuel mixture isn't too lean.

If the engine still pings on acceleration, we sometimes have to commit the unpardonable sin of "tuning down," which has for many years been frowned on. But with some horsesense and good judgment, it frequently turns out that in all the previous steps we have lowered the offending engine's octane requirement a few points at each step, and by tim-



**NO
SPRING
TUNE-UP
COMPLETE**
*without summer
heat control*

DOLE DV THERMOSTATS

A small but mighty important part of every Spring Tune-up is the installation of a warm weather thermostat. Summer or winter—restoring smooth engine performance requires proper temperature control. As you know, the right thermostat (160°F) helps take the "ping" from summer driving . . . reduces engine wear and saves gas and oil.

Make your Spring Tune-up complete . . . remember to install a Dole Thermostat. It's designed for modern high pressure cooling systems. Your customer will thank you for a sweet running motor and be more likely to call again.



Control with

DOLE®

THE DOLE VALVE COMPANY

6201 OAKTON STREET, MORTON GROVE, ILLINOIS (Chicago Suburb)

ing down a degree or so at a time we can get over the hump with so little power loss it can't be readily noticed. Had we timed back at the beginning, it would have required considerably more retard than when we adjust it back after eliminating all other factors one at a time.

Well, enough of these confessions, and back to the salt mines. Seems we have another customer here complaining of a ping with premium gasoline. So here we go again. . . . Yrs, Ed.

Safety From Lube Rack

(Continued from page 87)

mounting bolts.

35.—Front and rear springs: Inspect for sagging or broken springs, broken tie-bolts or clips. Tighten the U. bolts.

36.—Give the car a thorough road-test for over-all performance.

37.—Check the shocks for leaks and excessive rebound.

10,000-mile inspection service

1.—Brakes: Pull one front wheel and inspect brake wheel cylinders

for leakage. If there is any indication of leakage, pull all wheels.

Inspect all brake lining and drums. Check the drums for out of round, cracks and grooves. Be sure that the drums come within specs, or replace. A defective drum may cause brake "fade" and is unsafe. Inspect all brake hose and lines for leaks or defects.

Adjust the brakes and fill master cylinder.

2.—Check headlights and aim if necessary.

3.—Check wheel alignment and steering.

Lubrication procedure (1,000 miles or once a month) includes:

Lubricate upper and lower control arms, tie rod ball joints, steering relay link joints and idler arm pivot, steering knuckle pivot pin bearings, clutch torque shaft, gear-shift control bellcrank and parking brake linkage.

Inspect lubricant level in transmission, rear axle and steering gear (manual). Check level in power steering reservoir. Inspect carburetor air cleaner, battery water and radiator coolant level.

Lubricate water pump, generator, distributor (oil cap only), hood latch, hinges and springs, door hinges, striker plates and rotor wheels.

10,000 miles or once a year includes:

1,000 - mile lubrication, plus cleaning and repacking of front wheel bearings. Lubricate speedometer head wick, speedometer cable and distributor cam wick and door lock cylinders.

20,000 miles or every two years includes: 10,000-mile lubrication, plus draining and refilling all transmissions, overdrive and rear axle, lubricating rear wheel bearings and cleaning and repacking universal joints.

If we only advise the car owners to follow the manufacturer's prescribed lubrication and maintenance recommendations, we can't be accused of over-selling. We will, however, help them keep the cars in normal condition, thereby assuring them their automobiles will have all the Safety originally built into them.

Evans Dies in Miami at 61

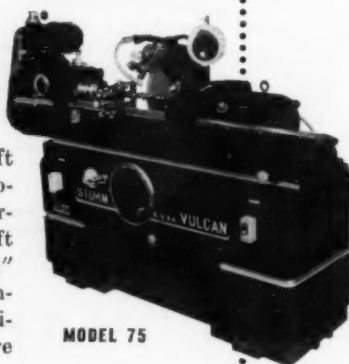
L. P. Evans, Sr., 61, well-known South Florida automobile dealer, died recently in Miami. A native of Bartow, Evans moved from Tampa to Miami 21 years ago and soon thereafter opened his first dealership with his brother, R. S. Evans.



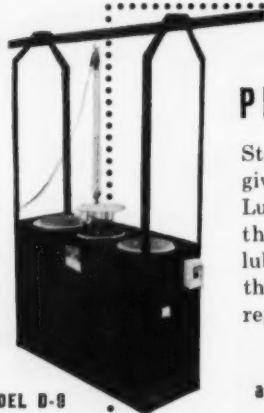
"Still Taking the Country 'BUY' Storm!"

S-V CAMSHAFT GRINDER

Storm-Vulcan built the first camshaft grinders for engine rebuilders and automotive machine shops. The engineering design of Storm-Vulcan Camshaft Grinders assures accuracy within .001" of lift and 1° of specified timing. Camshafts ground on the precision engineered S-V Camshaft Grinder assure you the best engine performance.



MODEL 75



MODEL D-9

DURALUBE LUBRITE PROCESSING UNIT

Storm-Vulcan Model D-9 Lubrite processing gives lasting life to reground camshafts. The Lubrite process is an acid etching which opens the pores of the metal and affords positive lubrication. Eliminate camshaft failures with the use of the S-V Duralube process on every reground camshaft!

Every Rebuilt Engine Needs
an S-V Reground and Lubrified Camshaft!

• Write for Free Literature on all S-V Equipment

Storm-Vulcan, Inc.

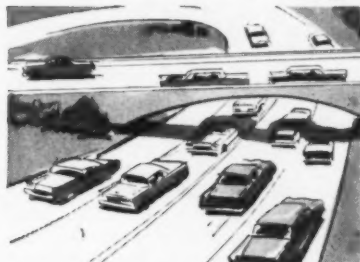
MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

FRAM'S "TREASURE HUNT CARS" ARE ROLLING! IN THE FABULOUS FRAM \$60,000.00 SILVER ANNIVERSARY TREASURE HUNT!

Read how to get your share!



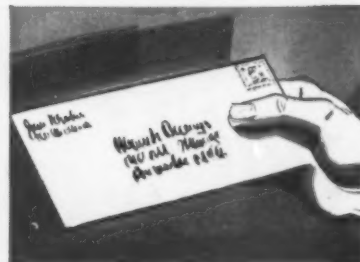
HOODS UP FOR TREASURE!



10,000 secretly marked FRAM Oil and Air Filter Cartridges were distributed last year and installed in old and new cars across the country during regular servicing. These cars are now on the road!



FILTERS PAY UP TO \$1,000... if tagged like this! Each Treasure Hunt Tag has a predetermined value—based on a drawing supervised by bank officials. Values are: \$1,000, \$500, \$100, \$50, \$10, \$5, \$1.



WHEN YOU FIND a Treasure Hunt Cartridge, do this: (1) Detach Treasure Hunt Tag (2) Mail to FRAM with your name... your customer's name... and your wholesaler salesman's name. All three win!



FRAM WILL GIVE YOU the cash amount already assigned to the cartridge you find... up to \$1,000! The car-owner will get the same amount... so will your wholesaler salesman! *Everybody* has a chance to win!



MOTORISTS ARE LEARNING ABOUT Treasure Hunt... from repeated announcements over CBS and Mutual networks during Spring change-over, and from FRAM national magazine advertising.



YOU CAN'T LOSE! Whether or not you find a winning tag, you're bound to get all the extra sales built by this Treasure Hunt: Added oil changes, lube jobs and new Oil and Air Filter sales!



CHECK EVERY CAR! Check both oil filter cartridge and air filter cartridge. Start NOW! Treasure Hunt ends June 30, 1959, and is subject to Federal, state and local laws and regulations.



ANOTHER BIG "PLUS"! This luxurious sweater can be yours... *at no extra cost*... to use as an award in an oil-change and filter-change drive among your own men. See FRAM D-8 PROMOTION at right!

D-8 promotion for your men... At no cost to you! You get one beautiful SWEATER packed with 2 FREE FRAM CARTRIDGES (1 C-4 & 1 CH-6PL) and SCORE CARD for only \$4.50... with the purchase of any 24 FRAM cartridges. When you sell the 2 FREE FRAM Cartridges at regular list, you recover the entire cost of the D-8.

RUN YOUR OWN SALES DRIVE! FRAM makes it easy... with FULL instructions and FREE SCORE CARD. Just assign point value for each oil and filter change... set a time limit... and award sweaters to winners!

FRAM CORPORATION
Providence 16, R. I.

Can't "Engineer" Bodies

(Continued from page 69)

been improved to insure retention of tubeless tires under severe side-thrust forces, improvements in tire designs, fabrics and rubber composition.

In a single company brake development programs may range in cost from \$200,000 to \$250,000 annually. Studies of vehicle controls are budgeted from \$150,000 to \$300,000. Visibility and lighting research is in the \$50,000 range,

while among the more expensive safety engineering projects are studies of structural and crash-impact strength. (Even a manufacturer can't crash a modern car without a pain in his pocket-book!)

The engineers haven't ceased to study means of lowering the toll in lives and injuries from operation of motor vehicles. For example, they are seeking to improve the ability to make actions and intentions known to other drivers. This includes work on

turn signals, stop lights, front brake lights and related signalling equipment.

They're striving to improve the driver's ability to control the vehicle. This aims at making controls easier to reach—quickly—and positive in their application, with non-confusing control levers and mounting. An example is the power assists that remove tensions and strains on the driver and the automatic speed signalling and control devices for turnpike driving.

You'll be seeing more evidence of safety achievements as results are reported from studies being conducted by Cornell University, which has been granted \$150,000 by the Automobile Manufacturers Association for crash injury research.

For years the manufacturers have been following a policy of discounting to dealers the prices of cars placed in high schools for student driver training.

In 1933 no high school offered a driver education course. Last year 11,846 public high schools did, with an enrollment of 1,219,065 students. About 1,250,000 boys and girls are trained annually. Over 40% today receive complete training.

Studies have revealed that boys and girls trained in high-grade driver education courses in high schools have from 40 to 60% fewer violations and accidents as similar groups not trained.

Any wonder that franchised car dealers, with their factories cooperating, lent 8,676 cars valued at \$20,518,740 for this purpose during the 1957-58 school term?

20% Need Safety

(Continued from page 79)

portance of the need to urge all motorists to "Join the Circle of Safety. . . Check Your Car—Check Your Driving—Check Accidents." This year they have lent 21 men to the Inter-Industry Highway Safety Committee to help communities plan their participation in the 1959 program in May and June. These men are now concentrating their efforts in the 34 states not requiring periodic motor-vehicle inspection by law.

The special representatives in the Southern and Southwestern states which do not require periodic motor-vehicle inspection, are (1) Maryland, Roy J. Devereaux, B. F. Goodrich Tire Co.; (2) Kentucky, Richard L.



RUSCO Fused-Met® BRAKE LINING... THE ONLY LINING

with OXINE #7

After generations of producing "FIRSTS" in the friction materials industry, RUSCO introduces another first in this all new lining to combat today's dangerous heat conditions. A new combination of friction materials fused with substance OXINE #7 at temperatures approximating actual braking heats. Withstands up to double the heat of conventional linings without physical change.

Capitalize on the tremendous RUSCO background and know-how. Write for complete factual data. This is the lining you have been waiting for!



FRICION "FIRSTS" BY RUSCO

- 1936 First Asbestos woven Products
- 1918 First Molded Product—Durak
- 1925 First Engineered Sate
- 1937 First Fused Fabric Facing—patented
- 1947 First Fused Fabric Brake Lining—patented
- 1958 First Fused-Met Brake Lining (organic and inorganic materials—made to compare that dangerous heat condition)

THE RUSSELL MANUFACTURING COMPANY
MIDDLETOWN, CONN., U. S. A.

Now!

FILLERite

FLEXIBLE PLASTIC PASTE



**MAKES ALL YOUR
AUTOBODY REPAIR JOBS
FASTER, EASIER and
MORE PROFITABLE!**

FLEXIBLE or REGULAR—FILLERite Systems Give You These BIG Advantages:

With two types of FILLERite Plastic Paste now available, you can choose the type exactly right for every autobody repair job. Select either *Regular* FILLERite . . . or the all-new *Flexible* type for repairs on surfaces where metal moves or flexes. Flexible FILLERite remains flexible . . . yet it bonds positively and permanently and can be feather-edged. Can be filed a long time after application, thus eliminating dust. Even when it's ground, 40% of the dust is eliminated. Can be "picked" and "dinged."

SEND NOW FOR YOUR FREE BOOKLET!

. . . that tells you all about FILLERite and proves how these modern systems for autobody repair will save you time and money.

- **HOURS FASTER** . . . can be filed or ground 15 minutes after applying.
- **CUTS COSTS** . . . because one can of CURE-IT 4-20 Catalyst is enough to mix two 3 lb. cans of paste.
- **NON-TOXIC** . . . no glass dust, no fire hazard.
- **SIMPLE, EASY TO USE** . . . only one powder catalyst to add. No sloppy liquids. No exact measuring.
- **TOUGH, PERMANENT** . . . won't shrink, crack, rot or mildew. Not affected by salt water, gas, light acids or most solvents.
- **TAKE A MIRROR-SMOOTH FINISH** . . . and can be sawed, filed, sanded, drilled or tapped.
- **TAKE ALL PAINTS** . . . and need no special fillers or primers.
- **QUALITY-CONTROLLED** . . . constant supervision of Chemical Engineering Dept. assures you uniform products of highest quality.

FORMULATED AND MANUFACTURED BY

BAIRD DYNAMIC CORPORATION

1700 STRATFORD AVENUE, STRATFORD, CONNECTICUT

BAIRD DYNAMIC CORPORATION
1700 STRATFORD AVE., STRATFORD, CONN., U.S.A.

☐ I would like complete information on FILLERite Systems. Please send my free copy of Circular No. 100.

☐ I UNDERSTAND THAT PROFITABLE BUSINESS OPPORTUNITIES ARE OPEN . . . for distributors and jobbers stocking fast-selling FILLERite. I am interested in a distributorship and would like more information on choice territories still open.

name _____
company _____
co. address _____
city _____ zone _____ state _____
my supplier is _____
street _____
city _____ zone _____ state _____

Towner, Studebaker - Packard Corp.; (3) North Carolina and South Carolina, Rudolf Ruy, United States Rubber Co.; (4) Georgia and Florida, John M. Blake, Jr., Chrysler Motors Corp.; (5) Tennessee and Alabama, Julius E. Anderson, The General Tire & Rubber Co.; (6) Louisiana and Mississippi, John H. Abercrombie, Buick Division, General Motors Corp.; (7) Arkansas and Oklahoma, Earl W. Fidler, The Goodyear Tire & Rubber Co.; (8) Missouri, Richard G. Roth, Chrysler Motors Corp.;

(9) Kansas, Louis E. Taylor, Chevrolet Division, General Motors Corp.

The success of past programs has depended on the close cooperation of the automotive and allied industries with citizen groups and public officials. Again this year it is important for you, in each of your communities, to work hand-in-glove with your local Safety-Check committee.

Here is what you can do to help make this program a success in your community. Help organize

and support the voluntary community Vehicle Safety-Check program by cooperating with local officials and citizen groups. You can help set up street Safety-Check lanes and supply manpower for free and voluntary Vehicle Safety-Checks. You can make materials, such as windshield stickers, check lists and Circle of Safety membership cards, available for use at community check lanes.

Identify your place of business with the Vehicle Safety-Check by using special display materials. These materials may be ordered through the National Vehicle Safety-Check headquarters. (See address below.) Feature "Safety Specials" with emphasis on brakes, lights, tires and steering. This can be a year-'round activity, since safety knows no season.

Tie in the theme "Join the Circle of Safety. . . Check Your Car—Check Your Driving—Check Accidents" with your regular advertising program. Urge your customers, your friends and your employees to have their vehicles Safety-Checked in the community's check lane.

If it is impossible for your community to have a Vehicle Safety-Check program, set up a check lane in your place of business and offer a free Safety-Check to all.

Traffic safety is of vital importance to all and, of particular concern to you, as part of the automotive industry. Don't let this opportunity to translate this concern into action go to waste. Get started now on your plans to participate in the 1959 National Vehicle Safety-Check for Communities.

If you need more detailed information or planning suggestions, write to National Vehicle Safety-Check for Communities, 1200 Eighteenth Street, Washington 6, D. C. We will give you all the aid we can to help you keep your customers in the Circle of Safety.

Battery Replacements Hit 2,666,400

A PRELIMINARY estimate by the Association of American Battery Manufacturers revealed that 2,666,400 replacement batteries were shipped in January this year to jobbers, dealers, mail order houses and chain stores, compared with January 1958 shipments totaling 2,004,000.

Data on industry battery shipments is compiled for the association by Dun & Bradstreet from confidential reports received monthly from manufacturers.

2 CHROME RINGS

(whether 3 or 4 Ring Piston) in each cylinder to fight dirt, plus . . .

- Grade "A" iron in sleeves, plus
- Tin-plated aluminum alloy pistons
- ... weight and size graded

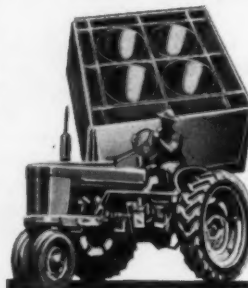
Just a few of many reasons why BASIC Dealers take great pride in selling



BASIC SLEEVE ASSEMBLY SETS

For maximum customer satisfaction. For greatest profit to you in overhauling tractors and trucks.

Unique BASIC presents a revolutionary engineering concept. Pre-planning and precision techniques practiced by master builders of the finest automotive engine parts are applied in manufacturing BASIC pins, pistons, rings and sleeves. Each is perfectly balanced, accurately fitted, designed to resist distortion and run smoother at operating temperatures. Tractor owners enjoy longer engine life, greater economy and increased power up to 26%.



Competitive Ford Tractor Assemblies Also Available

WRITE! PHONE! FOR FREE LITERATURE, PROFIT OPPORTUNITIES.

J. B. COOK AUTO MACHINE CO.
1503 McGavock St. Nashville, Tenn.

H-M PARTS COMPANY
2617-23 Warwick Kansas City, Mo.

JOBBER SERVICE, INC.
523 Simpson St., N.W. Atlanta 13, Ga.

JOBBER'S WAREHOUSE
216 W. 29th St. Okla. City, Okla.

MANUFACTURER'S WAREHOUSING CORP.
1016 Monroe St. Fort Worth, Texas

SOUTHWEST AUTOMOTIVE WAREHOUSE
1611 Avenue G. Lubbock, Texas

SOUTHERN BEARING & PARTS CO.
500 N. College St. Charlotte 1, N. C.

TOOL & PARTS WAREHOUSE, INC.
c/o Border Warehouse Donna, Texas

TOOL & PARTS WAREHOUSE, INC.
2816 Commerce St. Dallas 26, Texas

TOOL & PARTS WAREHOUSE, INC.
111 N. Gable St. Houston, Texas

BASIC SLEEVE ASSOCIATES

FROM THE MAKERS OF FAMOUS ROCHESTER-GM CARBURETORS

CARBON-X

THE COMPLETE NEW CHEMICAL LINE THAT
CLEANS AND CONDITIONS CARBURETOR,
MANIFOLD AND FUEL SYSTEMS ON
ANY MAKE OF CAR!



The new Rochester-GM CARBON-X chemical line adds customer satisfaction to every tune-up you perform . . . on any make of car! CARBON-X comes from Rochester Products, builder of more new-car carburetors than any other manufacturer. This quality chemical line has been field-tested to assure best tune-up results. The CARBON-X line includes carburetor and combustion chamber conditioner, fuel system conditioner and heat riser valve cleaner and lubricant . . . it's another service-business booster from Rochester Products Division of General Motors, Rochester, N. Y.



NEW BT₃

Balanced Tune-up Three Ways

New balanced tune-up includes ignition, compression and carburetion . . . with step-by-step procedures and tests. Gives you better tune-ups, satisfied customers and more profits. Order from your U.M.S. Distributor now!



America's
number one
original equipment
carburetors

ROCHESTER CARBURETORS

GENERAL MOTORS

Texas' Highway Safety

(Continued from page 27)

AWOT.

Other directors are W. R. Hemphill, Lynn and Hemphill, manufacturers' representatives of Dallas; Eric Hyden, Keller-Hyden Co., manufacturers' representatives of Fort Worth, and two automobile dealers, Raymond Pearson of Raymond Pearson, Inc., Houston, and L. H. Ridout, Ridout Motors, Dallas.

When the council was organized, its incorporators wrote into the charter five objectives which still guide efforts of the council:

1.—To make a scientific study of the causes of collisions and accidents upon the public highways and streets of Texas.

2.—To promote and sponsor a program of safety on said highways.

3.—To develop and promote by every means a higher appreciation and knowledge of the hazards of unsafe driving habits and conditions.

4.—To assist public agencies and officials in enforcement of laws to protect and safeguard the users of streets and highways.

5.—To promote and sponsor an enlightened program of safety on the part of all drivers of motor vehicles.

As an organization devoted exclusively to safety on the highways, the Highway Safety Council of Texas can take credit for the conservation of life and limb to an extent that has largely silenced original critics of the motor vehicle inspection law.

For the council is now recognized as the state's principal civic influence for good conduct by motor vehicle drivers on Texas highways.

The Situation in Other States

Fourteen states have compulsory motor vehicle inspection laws, including the Virginias and the District of Columbia.

Legislation being considered in Connecticut, Kansas, Maryland, North Dakota, Ohio and South Dakota would install or enforce programs of motor vehicles inspection in substantial conformity with the Uniform Vehicle Code. The code recommends inspection at least once each year but not more often than twice.

Connecticut bills simply provide

semi-annual inspection and a fee of \$1, and in Kansas a senate bill furnishes authority for licensed privately-owned inspection stations, provides for annual inspection and requires that the fee shall not exceed \$1.

South Dakota legislators are studying a semi-annual inspection proposal authorizing licensed, privately-owned stations; and Florida and Minnesota are expected to consider periodic inspection laws this year.

A senate bill in Colorado would require annual rather than its now existing semi-annual inspection and would raise the fee to \$2.50. The additional \$1 would be used to help finance driver training schools.

A New Jersey resolution would create a commission to investigate the advisability of continuing its motor vehicle inspection program, with emphasis on the practicability of substituting private enterprise facilities for the present state-operated inspection program.

All motor vehicles, rather than only those four years or more old, would be inspected if legislation introduced in New York is approved, and a bill in New Mexico to repeal periodic inspections has been killed in the house.

Legislation dealing with safety often is proposed in many legislatures, but only occasionally does a measure win final adoption.

(Advertisement)

New Booklet tells "Engine-Dated" Story

Now service shops can have the right piston ring set for every re-ring job. They are available as "ENGINE-DATED" Piston Rings Sets developed by Muskegon Piston Ring Co.

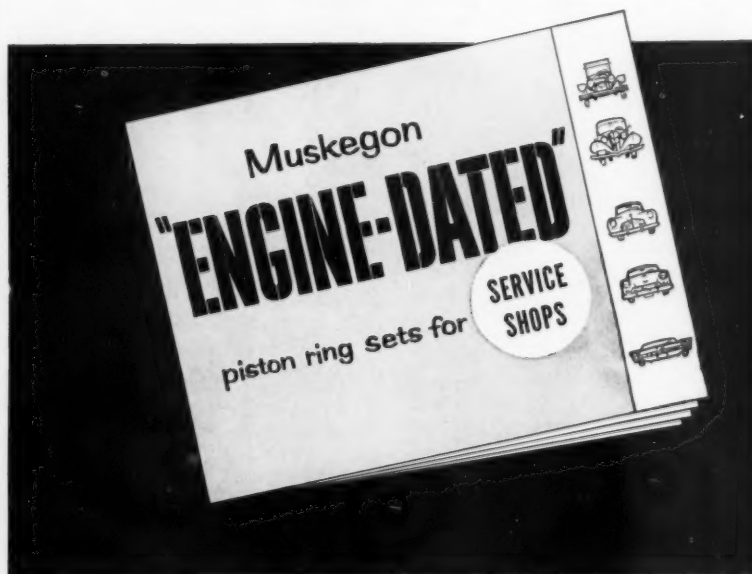
"ENGINE-DATED" Piston Ring Sets assure the optimum engine performance. The story of how this is possible is interestingly told in a new booklet just published by Muskegon Piston Ring Co.

Also of considerable interest is the story of how Muskegon since 1921 . . . has been the choice of the majority of engine builders. Why? Because of continuing engineering research to develop rings that last longer, deliver better gas mileage and oil control for each individual engine . . . because of close metallurgical control to assure uniform ring dependability and high quality . . . and because of long experienced personnel and modern production facilities.

Illustrations show Muskegon's new, modern "ENGINE-DATED" Piston Ring Set Packaging that provides quick set identification, complete "right groove" installation instructions and other important time-saving features.

Every service shop should have a copy of this new "ENGINE-DATED" booklet.

Write today for your copy!



Now...from Muskegon

"ENGINE-DATED"

Piston Ring Sets



Packaged piston rings . . . from the company whose rings are used in one out of every three new cars . . . mean new dependability and sure customer satisfaction for you!

Muskegon "ENGINE-DATED" ring sets are custom engineered for each individual engine on the road today. They are developed in close collaboration with engineers who designed the rings for the original engine. That's why Muskegon's "ENGINE-DATED" sets are right for every re-ring

job in every vehicle . . . assuring job satisfaction and optimum engine performance.

"ENGINE-DATED" Piston Ring Sets come in a distinctive new package that's easy to stock, easy to spot, easy to use. Your Muskegon jobber will give you the big "ENGINE-DATED" story. Call him today for the facts. *Muskegon Piston Ring Company, Muskegon, Michigan.*





Attendees at a meeting held jointly by Zac-Lac Paint & Lacquer Corp., Atlanta, Ga., and Auto Body Supply Co., Inc., Tampa, Fla. (Florida west coast Zac-Lac distributor), heard General Sales Manager R. E. Beverly and District Sales Manager Carl O. Gabbert on paint production and product information. George Welsted, president of Auto Body Supply, was in charge of the meeting.

Recognition



Recognition of the

NADA USED CAR GUIDE

as the authority in the used car market is well known... and with good reason

FIRST IT'S LOCAL—published in 8 regional editions, to give the complete picture of conditions in your own trading area.

SECOND IT'S CURRENT—published every thirty days, to give you the facts and figures you need in your business every day.

THIRD IT'S COMPLETE—gives you the average wholesale value, average retail value and (in most areas) the average loan value.

Recognition

- New scale drawings of most imported cars makes recognition easier than ever before. This is in addition to visual identification features of domestic (1953-1959) makes and models.

- WITH ALL ITS SPECIAL FEATURES

Quantity Prices on Request

Still Only
\$8.00
per year

**NATIONAL AUTOMOBILE DEALERS
USED CAR GUIDE CO.**

2000 K Street, N.W., Washington 6, D. C.

Simplifying Inspections

(Continued from page 70)

"off" position.

Glass

Check windshield for fogging, cracks or pitting that obstructs or distorts vision. Recommend replacement with approved safety glass if necessary. Driver's window should be clear and operative. Rear window should be in condition to permit unobstructed rear view. Other glass should be replaced if broken or badly cracked.

Mirrors

Inside and outside mirrors should be checked for location, looseness and condition. Recommend replacement if fogged.

Tires

Check for excessive wear or cuts. Recommend replacement if fabric shows at any wearing surface or if cuts exceed one inch in length and are down to fabric. Recommend replacement if sidewall scuffs or cuts have damaged body cords or if tire has been temporarily repaired by use of boots or blow-out patches. Check tires for proper inflation.

Steering

Steering should be checked for looseness, excessive play and stiffness. Worn or bent parts should be replaced.

Wheel Alignment

Check caster, camber, toe-in and sideslip. Steering geometry should conform to manufacturers' specifications. Check rear axle for proper alignment with longitudinal axis of vehicle by visual inspection. Broken suspension parts should be replaced.

Shock Absorbers

Shock absorbers should be checked for recovery. Create up-and-down movement of vehicle



**STRONG ENOUGH
TO SUPPORT
165,000 POUNDS
OF LOCOMOTIVE***

The bearings in today's engines are exposed to tremendous loads. It wasn't too long ago that a bearing with a load carrying capacity of 2000 pounds per square inch was adequate. But, greater horsepower . . . higher compression ratios . . . higher rpm's have set new requisites.

That's why Monmouth bearings are designed with such high load carrying capacities. Take

the Clevite 77 bearing for instance . . . it has a load carrying capacity of 7500 pounds per square inch. That fact means a substantial bonus in bearing performance and life on the job.

Always use replacement engine bearings that you can install with confidence . . . specify Clevite 77. Get them from your N.A.P.A. jobber.

*The Clevite 77 bearing referred to here has 7500 lbs. per square inch load carrying capacity and a surface area of approximately 22 square inches.

Monmouth

**ENGINE
BEARINGS**

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation

body by manual force on bumper. Release at low point. Shock absorbers should stop bounce on first downward movement or should be replaced.

Exhaust System and Mufflers

Check for leaks or weak spots in pipes and mufflers. Replace any parts that are rusted through. Tighten leaky joints or loose mountings. Check for pinched or obstructed tailpipe on the car you are checking. This is a simple matter.

Horn

Horn or horns should be operative and audible for distance of 500'.

Brakes

A.—Remove one front wheel and one rear wheel. Examine condition of lining and drums. Relining is needed if less than 1/16" of usable material remains. Brake drum should be reconditioned if scored 1/32" deep or out-of-round by more than .015". If it exceeds

a tolerance of .060", then drum should be rejected. If lining is contaminated by oil, grease or hydraulic fluid, it should be replaced.

B.—Check hydraulic system for leaks. Check master cylinder and wheel cylinders. Use only heavy-duty hydraulic brake fluid that meets S.A.E. Standard No. 70R1 (printed on label or can).

C.—Check brake adjustment for proper lining to drum clearance and for anchor position if brakes are equipped with adjustable anchors.

D.—Parking brake: Check to see if relining is needed on vehicles equipped with propeller shaft parking brake. Adjust brake and cable length.

Note: It is recommended that where original linings are riveted to the shoes they should be replaced with riveted sets; where original linings are bonded, they should be replaced with bonded sets.

Body Safety Items

Watch for those body items related to safety, including protruding, jagged fenders, door latches and insecure bumpers.

Virtually the entire inspection form and instructions were drafted through the leadership of the late James A. Wheatley, Jr., sales manager of Grey-Rock Division of Raybestos-Manhattan, Inc., after his safety address at IGOA's national convention at Los Angeles last June won widespread attention.

Frigikar of Dallas Buys Air-Con

PURCHASE of the Air-Con Division of Allstadt Mfg. Co., manufacturer of machines for servicing and installing all makes of automotive air conditioning, by The Frigikar Corp., Dallas Texas, has been announced by Frigikar's president, Bert J. Mitchell.

Three improved models of Air-Con machines will be manufactured by Frigikar, in addition to its regular line of passenger-car, truck and bus air conditioners.

Largest and most complete of the servicing machines is the "DeLuxe Model HV-100-59," which reportedly provides precision evacuating and charging of all makes of air conditioners. It also tests for leaks, dehydrates and degasses conditioners using Freon 12, measures refrigerant and oil and holds a 145-pound Freon cylinder.

more than a patch. **CAMEL** is a complete repair method!

CAMEL provides the world's finest patches and the complete line of tools... all laboratory and road tested to make sure, safe "life-of-the-tire" repairs.

CAMEL goes further — with recommendations of tested repair methods based on continuing research of tire injuries and repair failures.



Vulcanizing Clamp

Vulcanizing Patches

Tire Gun

Heavy Duty Supreme Buffer

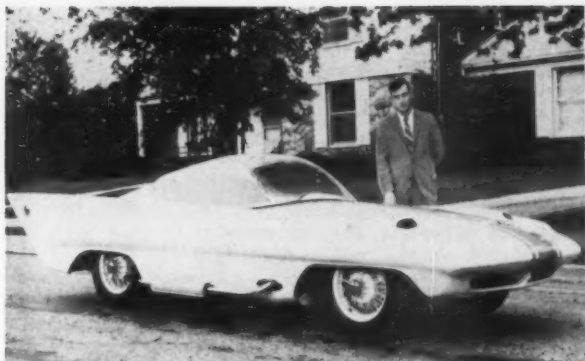
Write for "The Truth About Tubeless Tire Repair"

CAMEL

H. B. EGAN

MANUFACTURING COMPANY

MUSKOGEE, OKLAHOMA
TORONTO, CANADA



Virgil M. Exner, Jr., 25, stands beside the sports car he designed and constructed for experience in preparation for a career in automotive styling. The body is of a special plastic construction with a plexiglas bubble canopy over the passenger compartment and tail fins that represent an entirely new concept in styling. The young designer believes the fins should rise vertically and taper inward toward the center as they move to the rear. This view differs from that held by his father, Virgil M. Exner, Sr., vice-president of Chrysler Corp. and its director of styling, who prefers tail fins to be inclined gradually outward at the rear of the car. The car has a 96" wheelbase, a 12-volt ignition system with lightweight aircraft battery and four-cylinder Simca-Fiat engine rated at 45hp. Approximately \$2,500 has been invested in the car by both father and son. However, the younger Exner points out that aid from his father has been strictly financial.

Tupelo, Miss., Will Get \$1 Million Tire Plant

SELECTION of a 34-acre site in Tupelo, Miss., for the construction of a \$1,500,000 tire manufacturing plant has been announced by James H. Hoffman, president of Pennsylvania Tire Co., Mansfield, O.

To be situated in the "Industrial Park" development in north Tupelo, the facility will contain 100,000 feet of floor space in a building 200' by 500'. It will be of brick, steel and concrete construction on a one-floor plan, with a portion of the building containing a second floor for administration and business offices.

Construction was scheduled to begin promptly, with the beginning of production operations set for early fall, Hoffman said. Initial production is planned at the rate of 1,500 tires per day, with provisions for expansion to a daily capacity of 5,000 tires.

thousands of service stations are
INCREASING PROFITS
recommending

MARVEL
ENGINE PROTECTION
TREATMENTS*



CURES ENGINE MISERIES

by dissolving sludge and varnish, freeing hydraulic valve lifters, permitting valve lifters to operate quietly.

* Every MARVEL TREATMENT (with new cartridge, crankcase oil and service) is at least a \$10 sale!... BIGGER SALES... BIGGER PROFITS!

KEEPS ENGINE HEALTHY

by lining all critical parts with oil film that positively reduces engine wear and tear, keeps valves and lifters free, cools high heat areas as it lubricates.



Write to
MARVEL DIVISION
EMEROL MANUFACTURING
CO., INC.
331 North Main Street
Port Chester, New York

No Safety in Filth

(Continued from page 73)

draulic lift would have taken that mechanic off the floor and put him on his feet. A good shop (and there are many of them) with an efficient and businesslike operator knows that modern tools and equipment protect mechanics.

Modern tools and equipment mean greater volume through time-savings, and protect a shop's profit. A good operator makes his shop "safe" for people to work in

and wait in. A creeper could be a token gesture toward protection.

This shop had one gas blower, a heating unit suspended from the ceiling at the rear of the garage, under which the Boss had set up a makeshift desk for himself on a car hood this bitter morning. Temperature in the garage itself was not much above an outside 38°. The best mechanic cannot work efficiently in a freezing shop.

What about the wash boy, Frank? Warm waterproof clothing would keep Frank in one piece. A

rubber apron, gloves and rubber boots are a minimum in milder weather. Insulated underwear, wrist and ankle length, under a rubberized rain suit, during the cold months might mean a \$20 investment to keep a man physically well and productive.

That crowded garage packed beyond capacity was a foil for safety. Car stalls 12' wide and 18' long give a mechanic working and breathing space. The shop that packs as many cars as it can into a garage is more than inefficient through wasteful, time-consuming car jockeying.

It is unsafe. It invites hazards. It does not provide enough ventilation per cubic foot. It menaces health and reduces efficiency where there is no proper ventilation system to carry off exhaust from running engines. It multiplies hazards when there is no second door to escape from in the event of fire.

I recall a shop I pulled into after a heavy snowfall one day last winter. Snow blankets on the cars and trucks were melting and the garage floor was deep in pools of water through which mechanics sloshed and even lay as they carried out their jobs. There was no drain system in the floor—not even a gutter for carrying off water from a sloping floor. This is fertile ground for work casualties.

How many shops cling to by-

Howard J. Thomas has been appointed manager of the Southeastern sales region of the Westinghouse lamp division, with headquarters in Chamblee (Atlanta), Ga. He joined the company in 1943 as a buyer in the small-motor division in Lima, O. In 1945 he joined Westinghouse Electric Supply Co. as district sales supervisor for lighting and lamps in Cincinnati, and in 1954 was appointed district sales manager. Last year he became manager of wholesale and utility sales.



SELL SAFETY

A New Idea for EXTRA U-JOINT PROFITS

AVOID COSTLY BREAKDOWNS

SAFETY CHECK STATION

CHECK YOUR U-JOINTS, MISTER?

NEAPCO UNIVERSAL JOINTS

CHECK YOUR U-JOINTS, MISTER?

THIS IS AN OFFICIAL SAFETY CHECK STATION

AVOID COSTLY BREAKDOWNS

Get this new Basic Stock Package plus sign and you're ready to cash in on the big U-Joint Replacement Market. (1 out of 3 vehicles need 'em!) Checking takes a minute; replacements average less than 1 hr (no special tools required!)... you make a nice profit on parts PLUS your labor.*

THE PACKAGE: 8 item inventory with Use Chart. NO DOGS, NO SLOW MOVERS! Will service over 90% of your calls!

FREE METAL SIGN: 12" x 18" in brilliant colors. Ready to hang outside or in. Puts you in business immediately.

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NEAPCO PRODUCTS INC., POTTSTOWN, PA., U.S.A.

Over 70,000,000 cars on our roads today represent a tremendous volume of U-Joint replacement necessary for safety. Get your share of this business with NEAPCO. Basic manufacturers to the industry for over 30 years.

gone methods, preferring the manually outmoded and difficult, and even hazardous? There's many a shop doing a sizable volume in tires still pounding a tire off a wheel rim with a hammer. Any mechanic can quickly recall an accident he has witnessed or heard of when a shop dismounted a truck tire from a wheel rim, and someone was seriously injured. Proper precautions had not been taken; safety practices had not been enforced.

How many shops still practice the strong-back method of having three mechanics lift an automatic transmission out of a car? Are the automatic tire changer and automatic transmission jack for the birds?

There are many shops careless and indifferent to electric cords with worn insulation, exposed wires on portable electric tools, who never get around to repairing or replacing broken plugs and switches, or bad connections at terminals. Potential hazard abounds.

How many shops insist that mechanics take the precaution of wearing safety glasses to protect their eyes from flying metal chips?

Good Housekeeping Violated

More than any other single safety precaution I see good elementary housekeeping violated. Wet, slippery oil is left on the garage floor. Wires trail across stalls and aisles because there are insufficient outlets. A wire gets into oil, a short results.

A wrench is forgotten near a car and someone stumbles.

Old, discarded parts, oily rags, last week's Coke bottles and other waste materials are left lying about on floor, workbench, window sill and in stall corner.

No one cleans, no one is responsible.

Safety has not been given enough emphasis in too many repair shops. Lack of safety is costly. The shop that operates efficiently is the shop that incorporates safety because it knows there can be no efficient production without safety precautions. It takes care of its good, skilled mechanics out of humane reasons as well as economic.

Poor shop conditions are very evident to customers. No one likes feeling guilty of having his car repaired at the cost of someone's health. An indifferent attitude toward human beings in a shop is out of keeping with American

social tradition.

A good, efficient, workmanlike shop adopts decent practices in safety and sees that its employees carry them out.

Cabarrus Tarheels Pick Dove

Bill Dove of Bill Dove Motor Co., Kannapolis, N. C., is the new president of Cabarrus County Automobile Dealers Association. Other officers are Charlie DeWitt, DeWitt Motor Co. (Dodge - Plymouth), Concord, vice-president, and Brady

White, Sparks Oldsmobile, Inc., Kannapolis, secretary-treasurer.

Atlanta Fleetmen Hear Rice

Hal W. Rice, Jr., Southeastern regional manager of The AP Parts Corp., addressed the Fleet Superintendents Association of Atlanta, Ga., last month on "Mufflers and Exhaust Systems." Rice started with the automotive industry in 1934 and has worked with a number of parts manufacturers since that time.



Never wears out!

BREEZE MARK

AERO-SEAL Jet clamps are of such high quality material, and so ruggedly built that they will outlast a car! A new patented feature permits faster installation and removal. Just a few turns and the worm drive screw tightens the band snugly. It's on for keeps, and no amount of vibration will shake it loose or snap it open. Other clamps may LOOK like AERO-SEALS, but no others can equal their quality. No premium price for JETS. REGULAR AERO-SEALS AVAILABLE IF DESIRED.

Aero-Seal JET
QUICK-ATTACH HOSE CLAMPS

BREEZE CORPORATIONS, INC., 700 LIBERTY AVENUE, UNION, N. J.

Stress Seebility

(Continued from page 76)

In this circumstance there is profit for the new-car dealer, independent repairman and service station. This is the renewal lamp business. It offers a profit in dollars and cents and in customer good-will. For whoever removes a malfunctioning outside lamp and installs in its place a new lamp has advanced the cause of safety for that car and its passengers.

Anyone who treats that state-

ment lightly could be referred to one safety survey which established defective running lights as the sixth ranking cause of all accidents on streets and highways, day and night. Among the first six causes of accidents were drunken driving and defective brakes.

There is additional, irrefutable evidence that renewal outside lamp sales are safety sales.

In one of the states where an annual motor vehicle inspection is mandatory, satisfactory performance is required of brakes, horn,

windshield wiper and outside lights. Records show that in the seven years of the life of this law, three most common defects have been brakes, taillights and headlights.

In the case of taillights, they either function or they don't function. A headlight is something else and, as would be expected in such inspections, the defects were varied: One beam out, one light out, one or both headlamps weak, or one or both out of aim.

This last condition—out of aim—was the most common headlamp defect found by inspection stations. This opens another opportunity to sell safety by checking and resetting headlamps.

One lamp manufacturer recommends that headlights be checked every six months for proper aim. The contention is that the delicate adjustment of headlamps is lost through continual road shock, even with widely advertised improved riding qualities.

Extra Money from This Theory

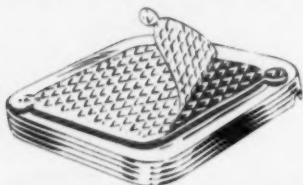
This manufacturer has been successful in selling his theory to the extent that a large number of shops and service stations now turn an additional profit by reselling the idea to customers. The operation nets the shop two or three dollars and also provides an additional opportunity to examine sealed beams for possible replacement.

As for headlights, there isn't much doubt that the greatest complaint in this area, at least from drivers, is the other fellow's lights. The one-eyed car is not so common any more and no one has been heard to complain about the car approaching on low beams. It is the high-beam driver who won't switch to low beam who menaces those approaching and, often, contributes to the fatality record.

Until just recently there wasn't much that could be done about the high-beam driver who must flood the highway with light. Now, however, there is a new sealed beam on the market. It junks the idea that the low beam was intended to be a dimmer. At low-beam level it gives much more illumination without blinding oncoming drivers. Those who are using this headlamp consider it a signal contribution to driving safety, saying it produces ample driving light on low beam.

When we get out of the area of headlamps and into that of the smaller bulbs—miniatures—there

VULCANIZE . . . with genuine



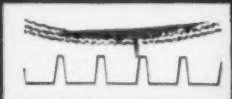
MONKEY GRIP
"SIZZLE" PATCHES
for **SAFETY**
IN TUBELESS
TIRE REPAIRS



FILLER TABS on Monkey Grip "Sizzle" Patches are used to "plug the hole" insuring a stronger vulcanized repair . . . an extra convenience, and reminder for a safer tire.



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VULCANIZING WITH HEAT seals the puncture to prevent further damage and tread separation sometimes caused by seeping of air between the plies and tread.



The name MONKEY GRIP stands for the finest quality in all kinds of tire and tube repair materials.

THE EASY WAY TO BE SURE

Monkey Grip "Sizzle" Patches and Vulcanizing Clamps are all that's needed for complete puncture repair service on tube and tubeless tires. Universal, portable clamp fits all passenger car and small truck tires, and all size tubes. Only two sizes of Blunt Diamond "Sizzle" Patches fill all needs for any size puncture—saves on inventory—takes less space. Sold through Automotive Jobbers everywhere.

MONKEY GRIP SALES CO.
P. O. BOX 6170 • DALLAS, TEXAS

doesn't seem to be much sustained interest in selling on the part of new-car dealers or independent garages. Perhaps there isn't much sustained interest in selling miniatures by service stations, either. But the fact is that service stations sell from 75 to 90% of miniature renewals.

One factory sales representative who works direct says the figure is 75 to 85%. A manufacturers' representative with a four-state territory insists 90% of his volume in miniature lamps is from service stations. This agent sells to one chain of service stations that maintains an aggressive sales effort on miniatures. But outside of that chain, he didn't know of an outstanding selling job being done.

The direct factory man mentioned above was asked if, in having his car serviced by dealers, independents or service stations, he had ever been questioned: "Are all your lights okay?" He recalled one such instance in many years of travel.

Gotta "Buy" Every Lamp

This observer never had such a singular experience. By his wife, this observer is considered something of an old maid about keeping the car in safe driving condition. He buys much service, replaces a burned-out lamp as soon as possible. And he must go "buy" every lamp he needs—ask for it. No one has ever called his attention to the need for a lamp and he has deliberately presented personnel with an opportunity to do so.

On this subject, new-car dealers and independents have their own defense.

In a new-car dealership it is generally the practice, with a car in for headlamp check, also to inspect taillights, stop lights and parking lights. Beyond that, there is seldom any sales effort, for obvious reasons. A dealer's talent, from service salesmen up front to mechanics back behind, is too expensive to waste on small change. One service manager put it this way:

"If I went out on the street, stopped every car and sold miniature bulbs, I wouldn't have anything when I got through at night. Think of the paying jobs we can do in the time it takes to check all those lamps."

The situation is approximately the same for independents. And it isn't much of a risk to venture the guess that most of the 90% of miniature lamps sold through service

stations is sold at night, again for obvious reasons. Darkness exposes lamp deficiencies for the car owner. And only service stations are open at night.

Factory promotions, designed to stimulate interest in the sale of miniature bulbs, have been tried from top to bottom of the retail market without much success. Factory representatives now generally concede their best sales tool is profit possibility.

There are seven manufacturers of automotive lamps. Their prod-

ucts must conform with various requirements and their prices are competitive, so in the matter of price there is little difference among the seven.

From the viewpoint of safety for the driver and profit for the dealer, the sealed beam headlamp is No. 1 item. One manufacturer, for illustration, says that if a dealer stocks five cases of as many varieties of sealed beam units, 12 units to a case, he can service 99% of all needs.

(Continued on page 185)

BAR'S RUST STOPS CORROSION

in the auto cooling system

Now comes the season for everyone to inhibit rust and scale in automotive cooling systems. Simply pour pelletized BAR'S RUST into radiator . . . pelletized chemical inhibitors slowly dissolve in the water . . . effectively protect cooling system against corrosive damage.

BAR'S RUST brings you extras . . . functions as the one inhibitor that stops leaks in head gaskets, porous engine metal, cracked blocks and rust holes . . . serves as emulsifying water pump lubricant . . . proved through use in millions of cars to be the world's No. 1 cooling system protective.

Guaranteed to protect rubber, all metals, plastic, aluminum radiators, radiator caps, and complete cooling systems. Ground fine enough to flow through tiny heater cores (23/1000ths inch) in new cars.

Available through automotive jobbers, service stations and automotive goods stores.

U.S. Patent 2580719—Canadian Patent 501547—other patents pending.

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103 SAMPLES, BOOKLETS, AND CATALOG SHEETS—describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

104 VENTILATED CUSHIONS—Complete merchandising program on Kool Koonshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Koonshion line. Kool Koonshion Mfg. Co., Dyersburg, Tenn.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6863 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

109 AMMOO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammoo line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammoo Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alomite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 SOUND SLIDE FILM—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to

provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

113 NEW BRAKES & TIPS ON TROUBLE SHOOTING—A 24-page Grey-Rock booklet giving service information on brakes used on 1958 cars including the self-adjusting brake used on Mercury and the new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Mannheim, Pa.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

115 DIXIE LAWN MOWERS—Beautiful color catalog sheets on this complete line of mowers. Also sales aids and distributor mailing pieces. Southland Mower Co., Selma, Ala.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG NO. D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64 page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 NEW GRIZZLY BOOK—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227—Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8-page catalog covers the entire field of switches, connectors, voltage reducers, etc., for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

122 TIRE RETRUEING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retrueing right on-the-car. Explains method using most advanced trueing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

124 GAS, OIL AND BRAKE LINE HAND-BOOK No. 3016—Gives helpful information on various types of tube fittings and how to recognize them, hints on replacement of flexible gas and oil lines and "how-to-do-it" information on cutting, flaring, double-flaring and bending of tubing. Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 31, Ill.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8 1/2 x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (68 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

126 WALL CHART NO. 10,148-E—Size 8 1/2" x 11 1/2" illustrates and lists tube fittings, brass pipe fittings, drain cocks and shut-off valves used in automotive service. Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 31, Ill.

128 WALL CHART NO. 10,137-E—Size 9" x 11 1/2" shows application data on flexible gas and oil lines by car make, model and year. Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 31, Ill.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—New 12 page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINE—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page and cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other self action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

142 1958 MUFFLER CATALOG SUPPLEMENT—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

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Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

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APRIL 1959

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Southern Automotive Journal

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA

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Southern Automotive Journal

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HELPFUL BOOKLETS FREE!

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint For Profits" explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 85 Verona Ave., Newark, N. J.

148 HANDY WALL CHART—Pictures and describes the proper way to lift all 1958 cars with a one-end bumper lift jack. Blackhawk Mfg. Co., Dept. SAJ-25, Milwaukee 46, Wis.

149 TIRE AND TUBE REPAIR MATERIALS are listed in this new 13-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

150 TRANSMISSION JACK CATALOG—covering the complete line of automotive and truck hydraulic transmission jacks. Blackhawk Mfg. Co., Dept. SAJ-T1, Milwaukee 46, Wis.

151 SERVICE JACK CATALOG—describing complete line of service jacks from 1½ through 20 tons. Blackhawk Mfg. Co., Dept. SAJ-B1, Milwaukee 46, Wis.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

155 MAKE MORE SALES ALL OVER THE LOT—Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steady. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied. Bonds permanently restores surface "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 2640 Main St., Springfield 7, Mass.

161 COMPLETE REBUILT LINE—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET—ILLUSTRATED—Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

165 SPARK PLUG SERVICE & INSTALLATION MANUAL, FORM 7K-18—18-page booklet gives type, construction, size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints for selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 25, Texas.

167 1958 HEADLAMP AND SERVICING GUIDE—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic and foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

168 CRANKSHAFT GRINDER MANUAL—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 16-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 25, Texas.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. D. Dwyer, AC Spark Plug Division, Flint 2, Mich.

176 AXLE SHAFT GUIDE—Valuable free guide gives causes and preventions of axle shaft failures. The U. S. Axle Co., Inc., Pottstown, Pa.

177 A-2356 SERVICE TIPS BOOKLET—On spark plug removal and installation. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

181 WHEEL COVER CATALOG NO. 57—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Namsco, Inc., 333 31st Ave., Bellwood, Ill.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

187 BRAKE PRODUCTS—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridge-

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

189 GENERAL PAINTING INSTRUCTIONS—Form 5723 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8006 W. Chicago Ave., Detroit 4, Mich.

192 DOPE SHEET—Tells how to get best results from Arco 46, fast air-dry enamel. Proper application methods are discussed to assure excellent product performance. The Arco Co., 7361 Beasomer Ave., Cleveland 27, Ohio.

193 WIRE AND CABLE CATALOG—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

195 1958 SALES "PORTFOLIO"—Contains catalog sheets on YANKEE'S new "Dust Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

196 AIR COMPRESSOR CATALOG—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various types of compressors, components and accessories. Ask for Catalog No. 734-2. Weaver Mfg. Co., Springfield, Ill.

197 SPARK PLUGS—Condensed four-page specification folder for passenger cars, including 1958 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

198 SERVICE JACK CATALOG PAGE—Model WA-66, 1½-ton and 1½-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

203 COOLING SYSTEM CARE BULLETIN is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

205 HOW TO INCREASE ENGINE LIFE—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

206 THE SERVICE STORY ON SHOCK ABSORBERS—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 8044 W. Grand Blvd., Detroit 2, Mich.

210 COLUMBUS SHOCK ABSORBERS—Complete catalog of Luxury-Ride and Velvet-Ride lines, including type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Heckethorn Mfg. & Supply Co., Dyersburg, Tenn.

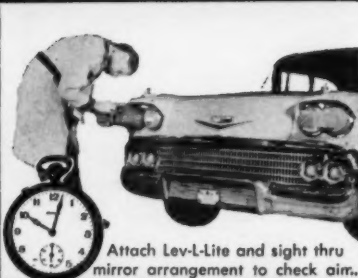
213 SHOCK ABSORBER CATALOG NO. 320-T-A—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

Here's how to check and



Drive car on previously marked area, indoor or outdoor.



Attach Lev-L-Lite and sight thru mirror arrangement to check aim.

Aim Headlamps Accurately

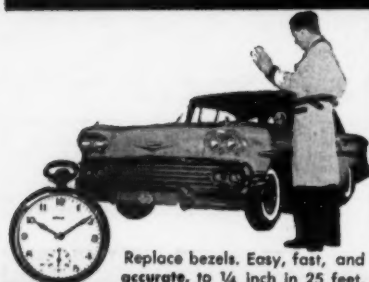


If re-aiming is necessary remove headlamp bezels.



Turn adjustment screws til split-image lines up.

in Less than 9 minutes...with



Replace bezels. Easy, fast, and accurate, to 1/4 inch in 25 feet.



the **Lev-L-Lite**

New Split-Image System of Mechanical Aiming Without Strings

If you have never aimed headlamps because it was "too complicated" ... or "too costly" to set up, get the story on the Hoppy LEV-L-LITE. It simplifies aiming so that even your part-time help can do a precision job of aiming either 2 or 4 headlamp systems.

If you are enjoying the profits of offering aiming service, but are still using "old-fashioned" methods, compare the Hoppy LEV-L-LITE for accuracy and speed. You'll save time ... make more money with the LEV-L-LITE.

Ask your jobber, **HOPKINS MANUFACTURING CORP.**
or write direct— 33 Peyton St. Emporia, Kansas

HELPFUL BOOKLETS FREE!

218 BASIC SLEEVE ASSEMBLY SETS

New illustrated catalogue describes profit features and technical advantages together with specific set numbers and exact applications of BASIC MATCHED SETS for all popular makes of tractors and trucks. Basic Sleeve Associates, 2816 Commerce St., Dallas 26, Texas.

223 DEGREASING EQUIPMENT AND CLEANING COMPOUNDS

Full information included in our catalog sheets for every automotive or industrial usage. Practical Mfg. Co., 2840 4th Ave. S., Minneapolis, Minn.

224 AIR CONDITIONING FOR FOREIGN CARS

Pamphlets give all specifications on air conditioning units for all MG, "A", Renault and Volkswagen. Each unit custom designed and fitted. Artic-Kar, 3922 Kallioch Drive, Dallas, Texas.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION

four-color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

230 SIOUX TOOLS

New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

231 TUNE UP BOOKLET

—26-page booklet answers such questions as "What should engine tune-up be?" and "Where to start." Also includes explanation fuel system, carburetor and a check-list for a complete engine tune-up. Form 3759. Advertising Department, Carter Carburetor Div., ACF Ind., 2840 N. Spring Ave., St. Louis, Mo.

232 NEW MUFFLER TOOL INFORMATION

—Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1 1/2" to 2 1/2" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

241 BRAKE SERVICE MANUAL

—A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Inco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.

255 TOOL CATALOG "W"

—112 pages gives pictures, description and specifications of the complete Snap-On Tool line of merchandise. Snap-On Tools Corp., Kenosha, Wis.

256 FRIGETTE AUTOMOTIVE AIR CONDITIONING MERCHANDISER

and other literature available upon request. Frigiquip Corp., P. O. Box 7205, Oklahoma City, Okla.

257 RUBBER PRODUCTS

—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

258 WHEEL ALIGNMENT

—Catalogs, specification charts, price lists. J. H. Bender Equipment Co., 5430 Tweedy Blvd., South Gate, Calif.

336 NEW FILKO IGNITION PARTS CATALOG

—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

370 EMERALD MFG. CO.

—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. P. O. Box 871, Port Chester, N. Y.



NEW PRODUCTS AND CATALOGS

600—Safety Check Plan

To enable service stations to make extra profits on their grease racks, a safety check plan has been announced by Neapco Products, Inc., Pottstown, Pa.

A basic stock package of 8 items reportedly will service 90% of all



calls, and an application chart is furnished with each package. Individual refill items are available through Neapco jobbers. No skills are required beyond those possessed by average service station attendant, it was claimed. A bright, 3-color metal sign identifies safety check station and is furnished free with initial order of basic stock.

Want more info? Use coupon on page 137 and you will get it!

601—Muffler Chart

Easy visual identification of virtually all types of exhaust systems and their component parts for most makes, years and models of passenger cars is claimed for an 8-page selector developed by Maremont Muffler Division, 168 North Michigan Ave., Chicago 1, Ill., which can be used as a wall chart or a catalog insert.

For clarity, complicated details and variations in today's exhaust systems have been eliminated, leaving essential parts in clear and simple outline. A listing of muffler installation tools, and a step-by-step series of diagrams on effective muffler installation completes the selector.

Want more info? Use coupon on page 137 and you will get it!

602—Brake Springs Line

Now available from one source is a complete line of truck brake shoe return springs, introduced by Lee Mfg. Co., 1218 Santa Monica Blvd., Santa Monica, Calif. Springs are packaged in axle sets and are avail-

able in a convenient assortment covering all popular-make trucks.

Want more info? Use coupon on page 137 and you will get it!

603—Brake Drum Lathe

A vertically mounted brake drum lathe, requiring approximately 2 square feet of floor space, announced by Van Norman Automotive Equipment Co., Division of Van Norman Industries, Inc., Springfield 7, Mass., is equipped with a built-in drum micrometer and reportedly re-trues passenger-car and light-truck brake drums easily and quickly.

Other features include an automatic feed and shut-off, waist-high mounting and operation, convenient tool bar positioning controls and full mobility with optional casters.

Want more info? Use coupon on page 137 and you will get it!

NEW

No. 700

Laboratory and field tested for over 40,000 trouble-free "rings" on up to 200 feet of continuous hose.

MOUNT IN UPRIGHT POSITION

No. 703

REPLACEABLE INDUCTION COIL ASSEMBLY can easily be replaced by any service station operator without the signal bell leaving the service station.

"RITE-RING" DRIVEWAY SIGNAL

BY

ACME

No Relay — No Transformer

No Contact Points to line up

Replaceable Coil can be installed in just a few moments

..... ON THE SPOT!

- Simple to install in a few minutes.
- Comes completely wired, ready to plug into 110V A.C. outlet.
- Bell can be heard throughout the station whenever a car wheel passes over the hose.
- No maintenance required.
- Guaranteed against defective material and workmanship.
- Prevents lost sales . . . pays for itself in a few weeks.
- The "works" are completely encased for protection against elements.

Write today for our complete new catalog

ACME AIR APPLIANCE Co., Inc.

205 NEWMAN STREET • HACKENSACK, N. J.

3A

HOW GOOD ARE YOU?

Can you arrange these 12 ACME "A's" in 6 rows, with 4 "A's" in each row ???

➡

AAAAAA

AAAAAA

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

604—Pulley

An auxiliary pulley engineered to fit nearly all cars and pickup trucks without drilling, machining, cutting or welding, introduced by Brake Parts Specialty, 1914 West Washington Blvd., Los Angeles 18, Calif., reportedly will not interfere with existing pulleys or belts.

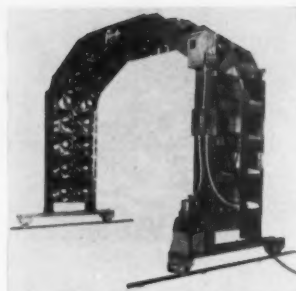
To install, remove 4 bolts that hold fan and place auxiliary pulley next to existing water pump pulley. Replace fan and bolts and pulley will operate equipment such as air compressor, 110-volt generator, etc., it was claimed.

Want more info? Use coupon on page 137 and you will get it!

605—Infrared Oven

Engineered expressly for small-to-medium shops, a traveling infrared oven of improved design, "Mobil-Dry Jr.," introduced by The Fostoria Pressed Steel Corp., Fostoria, O., is said to incorporate many features of the company's larger "Durabake" ovens.

A compactly built oven—4'1" in outside length, 7'5" high and 9'6" wide—reportedly is large enough to accommodate passenger cars and panel trucks up to 6'3" high and 7'8" wide. The more than 27' of double track and an 18' cable, supplied as standard equipment on all units, are powered by a specially designed mo-



tor drive unit. Length of travel is adjustable and oven reverses itself automatically. Like its parent models, the oven is supplied with 3 bank switches to control left, right and top infrared sections for part-car refinishing and two-tone jobs. Since unit's total connected load is 10kw, it reportedly operates economically from power services existing in most shops. Standard wiring is for 240-volt, single-phase, or 240-volt, 3-phase service.

Want more info? Use coupon on page 137 and you will get it!

606—Tire Changer

One tool or handle of the "Lox-Jack" tire changer, introduced by The Loxgreen Co., Inc., P. O. Box 5133, Columbia Airport, Columbia, S. C., combines everything necessary to break the tire, mount and remount.

Constructed of steel for heavy-duty use with a minimum of moving parts,



changer can be mounted on the back of a truck for "on the spot" repair service. "Lox-Jack" will take care of all 14", 15" and 16" tires. Once the tire is on the machine, it is not necessary to remove it until it is completely repaired (except for 14" tires), according to the manufacturer.

Want more info? Use coupon on page 137 and you will get it!

607—Air Conditioner

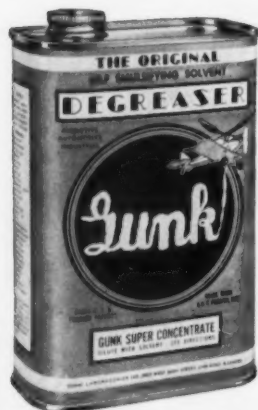
"Continental Voyager" air conditioners, designed to fit under dash of small foreign and domestic cars of limited horsepower, have been introduced by The Fortson Co., 1400 Conti St., Houston 2, Texas.

Said to be engineered for trouble-free performance and operating efficiency, the units feature pushbutton controls, directional air flow louvers, thermostatically controlled magnetic clutch, steel cabinet with chrome front panel and high-low-medium selector for air circulation.

Want more info? Use coupon on page 137 and you will get it!

"Be a GUNK-spert..."

MAKE MORE MONEY CLEANING ENGINES with GUNK® and NEW Ein-Zwei-Dry POWER GUN!



© Reg. trade mark

WHAT A TERRIFIC PROFIT COMBINATION FOR YOU! Now degrease and clean engines faster with GUNK SUPER CONCENTRATE using the new Ein-Zwei-Dry Power Gun. Cost of enough GUNK-kerosine mixture to clean the average engine is only 35¢. Lets you make more money cleaning engines at a small investment. Also ideal for degreasing parts right on the wash rack. It's as easy as 1-2-3:

1. Power Gun sprays on GUNK with deep penetrating force to reach all dirty surfaces; permits thorough degreasing in minutes, without harming engine or ignition system.
2. Power Gun rinses away grease and grime emulsified by GUNK with non-splashing water jet; won't clog drains.
3. Power Gun dries cleaned areas quickly with controlled air pressure action.

"Be a GUNK-spert"—have your jobber demonstrate how it pays you to clean away grease, grime and oil with fast acting, safe GUNK. The best for keeping concrete floors clean, too. Remember, there's only one GUNK®—SUPER CONCENTRATE—it's the original and always the best!

Banners To Advertise
"ENGINE CLEANING
WITH GUNK"
Are Available On Request
From Your Jobber.



GUNK CHICAGO CO., River Forest, Illinois
serving the Midwest and Southwest

RADIATOR SPECIALTY CO., Charlotte, No. Carolina
serving the East, Southeast and far West

In G-E SUBURBAN Headlamps... it's the low beam filament on focus that provides the "spotlight" effect!



THERE'S TWICE AS MUCH LIGHT IN THE "SPOTLIGHT" AREA. There's more light farther ahead down the right side of the road, than with any previous two-headlamp system. Even if the oncoming car's lights are aimed high, or if the other driver fails to "dim", a pair of General Electric SUBURBAN Headlamps helps motorists see better beyond approaching cars when they're 75 to 200 feet apart. After passing, this extra light helps the driver recover his vision more quickly...and makes for safer night driving.

IDENTICAL HEADLAMP NUMBERS DO NOT MEAN IDENTICAL PRODUCTS. The standardization of headlamp numbers applies *only* to nomenclature, mechanical interchangeability and service location on a car—and are *not* indicative of lighting results achieved, beam characteristics, nor internal construction features of the lamps. *No other headlamp* at this time uses an on-focus filament for the low beam, even though other headlamps may bear the same lamp identification numbers.



G-E 6006 FOR 6-VOLT CARS
G-E 6012 FOR 12-VOLT CARS

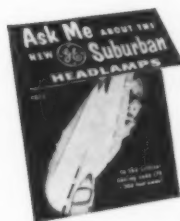
AND HERE'S THE ADVERTISING AND PROMOTION SUPPORT THAT'LL HELP YOU SELL 'EM IN PAIRS



SALES PRODUCING ADS—in big circulation magazines reach nearly all motorists. Tie-in, sell 'em in pairs, and add to your profits by aiming each pair of G-E SUBURBAN Headlamps you sell.



"SEE FOR YOURSELF" DEMONSTRATOR—Attractive, eye-catching. Customers see "before" road scene, then lift up die-cut flap to see dramatic "spotlight" effect of G-E SUBURBAN Headlamps.



BREAST-POCKET DEMONSTRATOR—Each man can wear one. Catches customers' attention. Graphically demonstrates the many benefits of General Electric SUBURBAN Headlamps.



WINDOW STREAMERS AND DECALS—3-color streamer with DAY-GLO ink. Pressure-sensitive, 2-face decal in 3 colors. Fastened to windows or doors they flag customers' attention.

COMPLETE PACKAGES OF THESE SALES AIDS ARE AVAILABLE FROM YOUR G-E SUPPLIER TODAY!

General Electric Co., Miniature Lamp Dept., Nela Park, Cleveland 12, Ohio

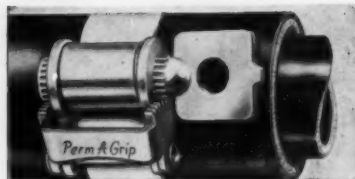
Progress Is Our Most Important Product

GENERAL  ELECTRIC

608—Hose Clamp

Said to represent the first major change in design of a hose clamp in many years, "Perm-A-Grip," introduced by Perm-A Mfg. Co., 296-98 North Spring Garden St., Ambler, Pa., reportedly has a wide-range adaptability in numerous fields, although designed expressly for the automotive aftermarket.

An outstanding feature is its one size to fit diameters from $\frac{1}{2}$ " to $2\frac{3}{4}$ ". Unused portion of the band is reeled in, leaving no excess exposed to cause snagging or injury, and it can be used over and over, according to the company. Clamping efficiency reportedly stems from qual-



ity and strength of materials used in its manufacture, plus the positive holding action of the pawl-and-ratchet arrangement when clamp is tightened. No special tools are required for securing. Clamp is wound down with thumb and index finger and tightened with small pliers or a

nail, the announcement stated.

Want more info? Use coupon on page 137 and you will get it!

609—Hydraulic Hand Pump

Designed to perform common pulling jobs, a manually-operated, two-speed hydraulic pump, introduced by Owatonna Tool Co., Owatonna, Minn., changes speed and pressure automatically, providing a maximum pressure of 10,000psi at the start of the pull.

After gear, wheel or bearing is broken loose, speed increases and pressure drops automatically. Fingertip control valve assures instant release or pumping action. The $26\frac{1}{2}$ -lb., dual-piston pump has an oil capacity of 140 cubic inches and reportedly will provide fast, efficient operation for all of the company's "Power Twin" center-hold hydraulic rams. The outlet is a $\frac{3}{8}$ " female pipe thread hose.

Want more info? Use coupon on page 137 and you will get it!

610—Power Jack

Power operation without air lines or electric cords is a feature of a 134-ton power jack recently announced by Crown Controls Co., Inc., 40-44 South Washington St., New Bremen, O.

A 12-volt car battery, built-in automatic charger and hydraulic



gear pump are all self-contained in the power case at the rear of the jack. Lifting cars to a height of 30" requires only 10 seconds, it was claimed, and is accomplished by pressing a button on the power case. Rear swivel casters and widespread handle grips are designed for quick spotting.

Want more info? Use coupon on page 137 and you will get it!

611—Exhaust System Chart

Designed to be used as a wall chart or a catalog insert, a comprehensive, 8-page exhaust system selector available through Maremont Muffler Division, 168 North Michigan Ave., Chicago 1, Ill., provides easy visual identification of virtually all types of exhaust systems and their component parts for most makes, years and models of passenger cars.

For clarity, complicated details have been eliminated, leaving only the essential parts in clear and simple outline, according to the company. Included also is a listing of muffler installation tools and a step-by-step series of diagrams on effective muffler installation.

Want more info? Use coupon on page 137 and you will get it!

Profits Pour in with Sensational

NEW

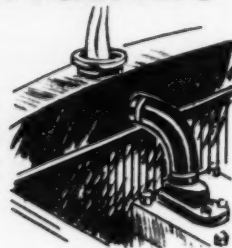
Remedy for

OVERHEATING ENGINES

(GAS OR DIESEL)

"KOOL-IT"

- AMAZING HEAT TRANSFER CHEMICAL dissipates excessive build-up of heat.
- RIDS EXCESSIVE ENGINE HEAT fast!
- PREVENTS OVERHEATING in bumper-to-bumper traffic.
- SAVES REPAIR BILLS due to boiling-over damage.
- PROTECTS Water Pump and Jacket.
- SAVES EXPENSIVE REPAIRS due to oil and grease breakdowns from overheating.



One quart will cool
an entire season.

For best results,
cooling system
should be drained
and flushed and the
vehicle free of me-
chanical defects.

Contact your Jobber or Write

Chemical Div.

SUPERSITE CORP.

306 Seymour Ave., Derby, Conn.

● Creators of Automotive "Successories". ●

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NSU PRINZ

NSU PRINZ 30

NSU SPORT PRINZ*

NSU SPORT PRINZ 35*

***Available soon**

from \$1048 to \$11,990 P.O.E. N.Y.

Fadex Commercial Corp. 487 Park Avenue, New York 22.

612—12-Volt Starter

To enable cars and other equipment with 6-volt electrical systems to have 12-volt starting power, yet retain all other advantages of the 6-volt system, a dual-voltage automatic battery, introduced by Automatic Battery Co. of America, Goldsboro, N. C., reportedly turns starter as much as four times faster.

It also lengthens starter life, overcomes common starting troubles—temporary flooding, worn plugs, weak ignition—easily starting engine with very low compression or with very high compression or tight overhaul, it was claimed. When installed ac-

cording to directions, no part of the electrical system except the starting circuit receives over 6 volts. Battery may be recharged while at rest by any 6-volt battery charger.

Want more info? Use coupon on page 137 and you will get it!

613—Transmission Jack

A 2-stage, pedestal-type transmission jack for under-lift servicing of automatic transmissions has been introduced by Walker Mfg. Co. of Wisconsin, Racine, Wis.

"No. 47" is equipped with 2-stage hydraulic ram that provides a low load pickup height of 37" and a



maximum load pickup height of 73½". Its lifting head tilts from 80° forward to 18° backward and the transmission can be "axis-rotated" to provide perfect alignment of locating dowels and bolt holes on the bell housing. Pedal pump pivots around the pump cylinder for easy accessibility from any position, allowing freedom of both hands to guide the transmission as ram is raised.

A 2-speed release allows a gentle, accurate descent in tight places and a rapid descent when transmission is free. U-type safety release bar can be easily reached from any position. Tip-proof maneuverability is provided by heavy welded steel tube quadruple-leg base with the proper strength and width necessary for maximum stability at full height under the load, according to the manufacturer. Jack is supplied complete with a universal lifting head, including a full set of adjustable pick-up blades for all automatics, plus an adapter head for Powerglide.

Want more info? Use coupon on page 137 and you will get it!

614—Pressure Bleeder

A caster-mounted, heavy-duty pressure bleeder for servicing hydraulic brake systems, announced by Eis Automotive Corp., Middletown, Conn., is said to conserve brake fluid, to detect low-pressure leaks and to eliminate pedal pumping.

Equipment includes a needle valve shut-off, automatic air-pressure safety valve, an automatic fluid level control switch and a standard 7', grease-proof, neoprene-covered hose. An optional 12' hose is available at slight additional cost.

Want more info? Use coupon on page 137 and you will get it!

615—Muffler Guide

Including photographs and easy-to-read instructions, its 1959 Muffler Installation Guide, offered by Walker Mfg. Co. of Wisconsin, Racine, Wis., gives special suggestions and short cuts for particular car makes and models, reportedly providing a thorough guide for all types of installations.

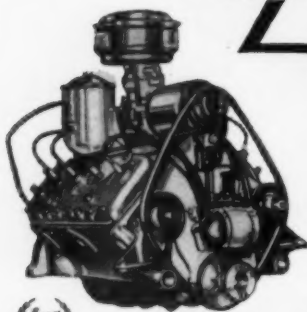
Want more info? Use coupon on page 137 and you will get it!

Mustang QUALITY CONTROL

"POST" Advertising stimulates traffic... PRE-SELLS prospects on

NEW CAR PERFORMANCE

Points the way to
zooming PROFITS
for DEALERS with
fast-moving, sweet-running



Mustang

Replacement ENGINES

Precision-built through and through with quality better than original equipment.



- Pioneer of a new national trend in dependable, low cost transportation.
- Winner of national awards for creating consumer demand and assisting dealers with valuable, technical services.

Sales and profits are zooming for every type of automotive service shop currently featuring nationally-famous MUSTANG... the fabulous, quality ENGINE that pleases car and truck owners with 10% more power... substantial savings in gas, oil and repair bills.

Superior MUSTANG delivers big volume with small investment, complete lines, nation-wide guarantee, liberal trade-in allowances, \$10 per shop-hour profit and quick, one day installation.

Your Mustang Jobber will gladly explain how MUSTANG QUALITY yields nice profits for you!

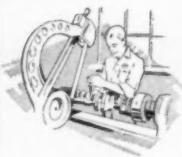


MUSTANG ENGINES

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Premium quality castings and parts are checked and double-checked with magnetic particle inspection equipment that pinpoints invisible flaws.



Close tolerance and precision fit in every operation are verified by micrometer readings and thickness gauge check-outs!



Seasoned engine blocks and castings are specified to guard against engine distortion and assure life-time alignments.

JUST ONE OVERHEAD
— — — for 3 Businesses



**3 PLANTS UNDER ONE ROOF!
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From carloads of Asbestos, Friction-Dust, Fillers, Resins, Solvents, Etc., come our Hot-Pressed and Extruded Linings. These Quality Linings, as well as our Double-Lock Adhesives and Shoe-Preps, are all of our own manufacture—and make our complete line of Southern Double-Lock Bonded Brake Shoes the outstanding value in the field. Our vertically integrated set-up means savings to you.
WHY PAY MORE?



616—Crankcase Lubricant

Improved "Sludg-Master" with neutrene—an ingredient that reportedly neutralizes harmful acid accumulation—announced by Rust Master Chemical Corp., 56 Creighton St., Cambridge, Mass., is said to possess greater detergency for dissolving carbon-sludge and gum and for eliminating sticky valves by removing carbon, thus increasing power and performance.

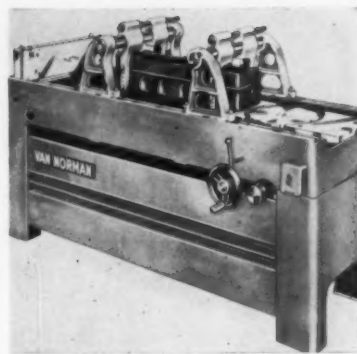
Product also restores lost compression by freeing sticking rings which allow "blowby," it was claimed, dissolving motor "varnish" and preventing it from forming again. It contains a polar lubricant

that "plates out" on all engine surfaces, preventing rust and corrosion and reducing friction on moving parts, the manufacturer said. Neutrene reportedly is harmless to any part of the motor or its lubricants.

Want more info? Use coupon on page 137 and you will get it!

617—Resurfacers

Said to utilize revolutionary cutter action, the "Rotary Broach," introduced by Van Norman Automotive Equipment Co., Division of Van Norman Industries, Inc., Springfield 7, Mass., resurfaces cylinder heads, engine blocks, etc., to the precision tolerances that reportedly assure a



perfect gasket seal and help restore new engine performance.

Built-in loading table permits fast top-side set-ups directly from the machined surface of the work, and keeps the chips out, the manufacturer said. Leveling devices are not needed and there is no limit to the height of work. Two sets of holding fixtures handle passenger-car and truck heads and blocks without complete disassembly. Other features are: easily replaceable carbide-tipped cutters, automatic straight-line traverse and micrometer up-feed control. Cutters can be replaced, sharpened and aligned individually by the operator at any time.

Want more info? Use coupon on page 137 and you will get it!

618—Brake Tool Assortment

"Must" tools for turning out efficient brake service work faster on all popular automobiles through 1959, with 3½" brake shoes, are included in an 8-piece assortment introduced by Raybestos Division of Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn.

Set includes a combination 7/16" x 3/8" special offset box wrench, spe-



cial star adjuster spoon, brake adjuster wrench for internal expanding parking brakes, 5/16" x 3/8" combination brake bleeder and cap wrench, L-shaped tool to remove and replace brake shoe return springs, 15/16" combination box and open end wrench, 7/16" deep-throat offset box wrench and brake spring pliers.

Want more info? Use coupon on page 137 and you will get it!

THE SAFE AND SANE WAY TO CLEAN
Automotive and Industrial Parts

Ideal for the critical cleaning of Automatic Transmissions and Power Steering units.

Klee-Flo Model 30 (less Jet Air Gun) also available

Klee-Flo Model 50 CLEANMASTER
CLEAN PARTS 3 WAYS—SAFELY!

1. Continuous Flow Hose
2. Air Agitated Soaking Tank
3. "Super Power" Jet Air Gun

Rugged equipment that users enthusiastically say "pays for itself many times over in efficient time-saving, long trouble-free usage!" A continuous flow pump strains, filters and ejects abrasive foreign material and returns clean Klee-Flo Hi-T Degreaser or M-467 Cleaning Fluids through the semi-rigid hose to the upper soaking tank. Fire hazard is reduced through the use of these high flash point solvents and by a quick action fusible link in self-closing cover.

Efficient patented electric pump is driven by a fan-cooled brushless, sparkless motor.

CALL, WIRE, WRITE TODAY FOR INFORMATION

America's foremost Producers of Parts Cleaning Equipment
PRACTICAL MFG. CO.
DEPT. L-4 2840 4th Ave. S. Minneapolis 8, Minnesota

SAFE! Leaves film that prevents rust

SAFE! Fast drying—leaves no film

For carburetors... ask for a Klee-Flo CARB-U-TATOR Parts Cleaner using CARBUSOL Compound.

618A—Towing Dolly

Specifically developed for handling wrecks and cars with automatic transmissions, the "Speed King" dismountable towing dolly, introduced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn., is designed with 4 self-locking pins that reportedly permit one man to assemble or disassemble the unit in less than a minute.

Dolly disassembles into 6 parts, heaviest of which is the wheel assembly weighing 46 lbs. All parts are



easy to handle, it was claimed, and can be stowed away in the wrecker body until needed. To position dolly for towing from either end, operator lifts an end of the car and rolls dolly in position. The wheel assembly of car can be lowered into wells which are adjusted and locked in a fixed position, preventing car-in-tow from sliding from side to side. Adjustable wells accommodate any car width. Unit reportedly saves time when handling cars with automatic trans-

missions by eliminating the necessity of uncoupling driveshaft. It has a capacity of 2,900 lbs., a maximum towing speed of 50mph and may be used in almost any type wrecker.

Want more info? Use coupon on page 137 and you will get it!

618B—Tire Repair Kit

Greater speed and profit in repairing car and truck tires—both tube and tubeless—reportedly is made possible with an all-service kit, introduced by A. Schrader's Son, Division of Scoville Mfg. Co., Inc., 470 Vanderbilt Ave., Brooklyn 38, N. Y., which combines all required tools and materials in one package.

In addition to 80 1½" by 1 7/8" "Fix Flats" patches and 12 2¼" round nailhole patches, kit contains 12 nylon-reinforced patches for repairing cuts and punctures up to 1½". All patches are of laminated, multiple-layered, flexible rubber with a layer of quick-curing gum protected



by Holland Cloth. A roll of self-vulcanizing stock is included for use with self-vulcanizing fluid as a permanent filler, also included in two 4-oz. tubes. Kit also contains a 12-oz. supply of pre-buffing solution, a tempered wire buffing brush, an insertion tool, a skiving knife with curved blade and a stitcher.

Want more info? Use coupon on page 137 and you will get it!

618C—Protective Coating

A protective coating for acrylic lacquers and "super" enamels used on virtually all 1959 cars, "Car Shield," developed by E. I. du Pont de Nemours & Co., Wilmington, Del., is formulated especially for use during the first year to 18 months of car life to enhance the luster and provide a water-repellent surface that washes easily.

To apply, product is spread on and allowed to dry to a haze, then wiped off with a dry cloth. It contains no abrasive and is not intended for use as a cleaner. The main purpose of the coating, the manufacturer said, is to improve initial appearance for dealer "make ready," and for owner who wishes to impart greater depth of luster to finish. It also minimizes adherence of dirt, tree sap, bug residue and traffic film, it was claimed, and adds a considerable degree of scuff and scratch resistance.

Want more info? Use coupon on page 137 and you will get it!
(More New Products on page 152)

DO YOU KNOW that shops equipped for front end alignment average 15% more profit annually?

Make this year more profitable by getting into front end alignment. We can get you started for as low as \$286.20 for equipment that will handle 80% of all alignments and give you a potential annual gross of \$10,000 more than you've been making.

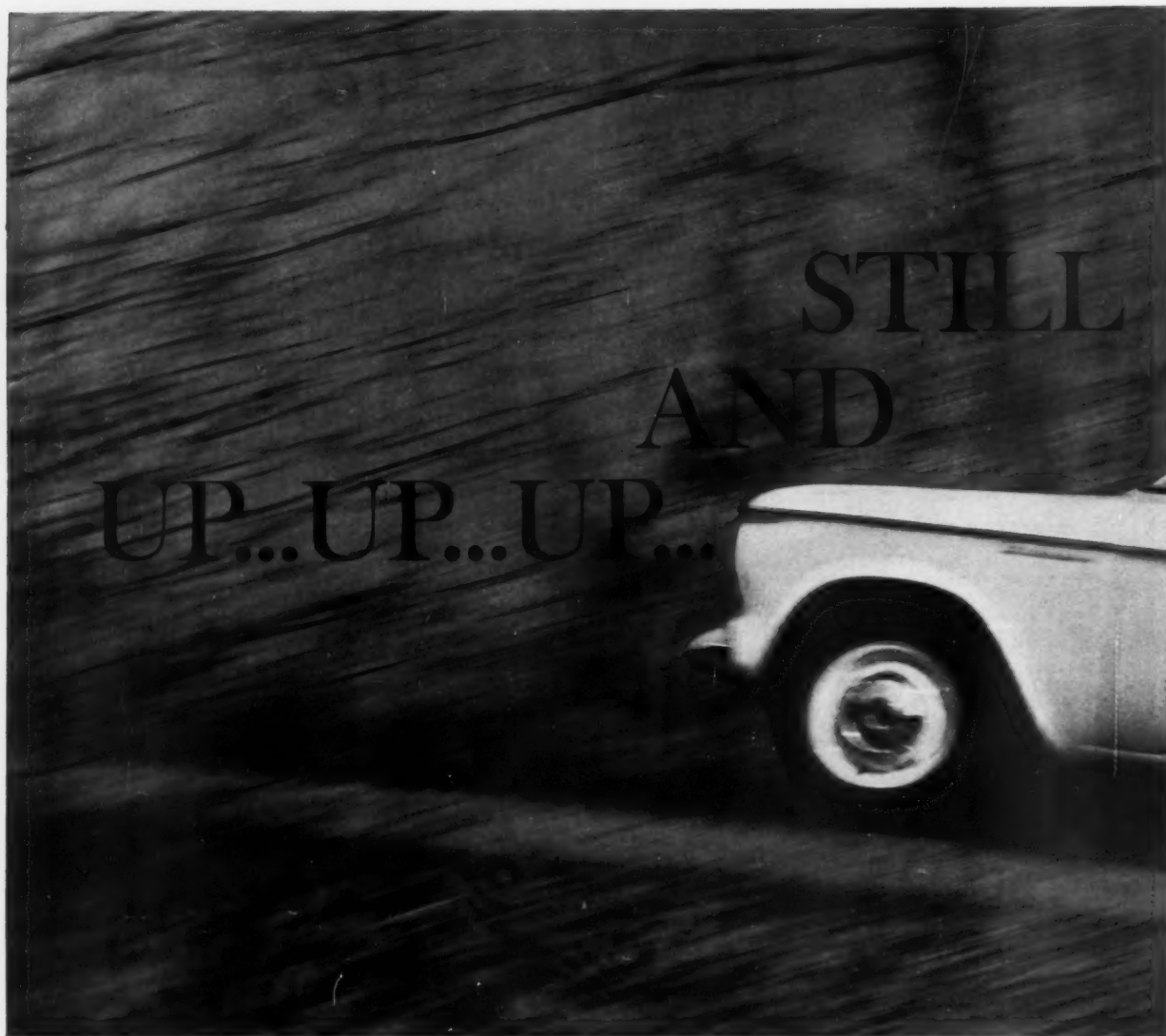


Write today for this descriptive bulletin on "How You Can Get Started" for convenience send in your READER SERVICE CARD.

"Everything for a profitable business in Alignment"

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THE **LARK**²

CLIMBING!



There's no mystery to The Lark's rapidly rising sales and market penetration. This refreshingly different car offers the public *practicality* (3 ft. shorter than conventional cars yet seats six; easier to park, turn, maneuver), *economy* (costs less to buy, less to run, uses low-cost regular gas) and handsome distinctive styling (that's a matter of taste and everyone agrees The Lark's got it). And, The Lark helps put the fun back in driving. It's a common sense car building a *new market* of Americans who find common sense a necessity in a decade of rising costs. For this reason, The Lark makes good business sense to dealers...now and on into the future. ➤

BY STUDEBAKER

Without obligating myself, I am interested in learning more about the Studebaker franchise.

Manager—Dealer Development Dept.
STUDEBAKER-PACKARD CORP./South Bend 27, Indiana

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SAJ-4-59

New Products

(Continued from page 149)

619—Repair Panels

Rear fender repair panels that fit over old, rusting fenders, announced by Automotive Metal Products, Inc., 11216 Brookpark Road, Cleveland 30, O., are available for 2- and 4-door models of 1949-54 Chevrolets, 1949-52 Pontiacs, 1949-50 Oldsmobiles, 1952-54 Fords and Mercurys and 1953-54 Plymouths.

The formed sectional repair panels are said to permit effortless repair,



since they are placed over the damaged edges of the old fenders. Tack welds or small flat head sheet metal screws are used to hold them securely in place. After panels are leaded in, fenders are ready for finishing. Lengths of panels run from 31½" to 34". Flanges, which hook under the fender wheel dish rims, range in depth from ½" to ¾". Height of fender area covered above the wheel dish varies from 1½" to 4½".

Want more info? Use coupon on page 137 and you will get it!

620—Hydraulic Jack

A pushbutton, electro-hydraulic one-end lift, "Model SJ-75," said to lift full 1½-ton capacity loads four times faster than conventional models, has been announced by Blackhawk Mfg. Co., 5325 W. Rogers St., Milwaukee 46, Wis.

Jack operates on a standard 6-volt battery for a week of normal use without recharging, it was claimed. The weatherproof battery storage is self-contained with no cords or complicated wires. Lifting arms extend from 14" to 48" to accommodate differently styled bumpers, tailpipes, etc. The 5" by 5" saddles are fixed so user does not have to bend underneath the car to adjust them for proper contact, and weight loads need not be exactly centered, since saddles scientifically spread the weight, the manufacturer said. Tricycle wheel design, including the swivel nose wheel and large steel rear wheels, plus extra long (25½") support legs are other features of the "SJ-75".

Want more info? Use coupon on page 137 and you will get it!

621—Battery Hold-Downs

Battery hold-downs, said to reduce from 32 to 6 the average number of different hold-downs a dealer must carry in stock to serve all cars, have been announced by The Crescent Co.,

Pawtucket, R. I.

The line consists of 2 adjustable types for use in 85% of all passenger-car and light-truck models from 1937 to 1959, and 4 rigid types to fit the remainder of the market for 1937 to 1959 models. They are made of channel steel construction, vinyl plastic coated to seal the metal permanently, guaranteeing them protection from corrosion, peeling and chipping for the life of the car, it was claimed. The tough coating reportedly eliminates battery drain. Packaged in individual cartons, with application data on each, 3 different assortments of the line are available.

Want more info? Use coupon on page 137 and you will get it!

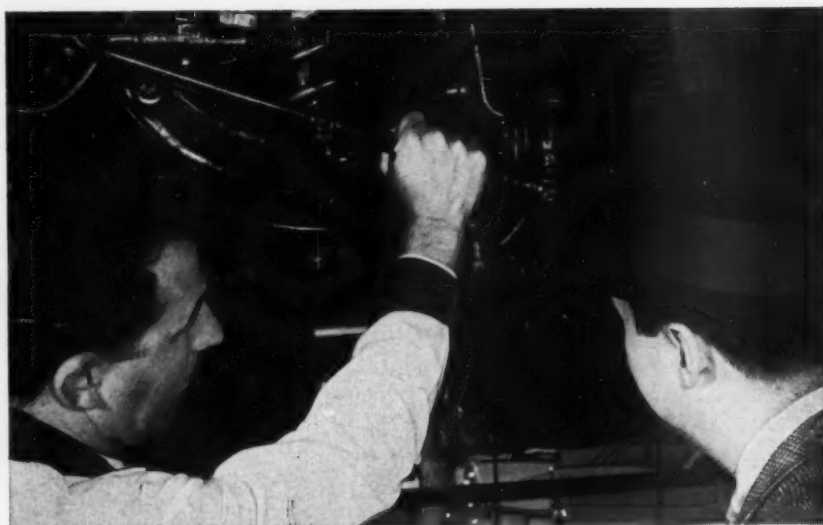
622—Brake Hone

"Model 3750" brake cylinder surfacing hone with extra large ½" to 2¼" range, to allow honing of wheel and master cylinders in sizes from the smallest foreign cars through heavy trucks, has been introduced by Ammco Tools, Inc., 2100 Commonwealth, North Chicago, Ill.

Special features include adjustable honing tension and flexible drive-shaft. Hone will handle blind end and step bore as well as open-end cylinders. Wheel cylinders can be honed without removing them from the vehicle, it was claimed.

Want more info? Use coupon on page 137 and you will get it!

How to sell the TIE ROD END that Can't PULL OUT,



"It's a good thing I checked your tie rod ends!"

1 TEST: Millions of tie rod ends are on the loose. To find 'em, wiggle the tie rod ends on every car that comes into your shop. Loose or erratic movement could mean serious trouble for the car owner, or extra business for you. Also, check for bulged covers caused by grease-gun pressure.



"Gusher-Bearings 'breathe' oil to fight wear."

2 DEMONSTRATE: Use a MOOG Demonstration Kit to show your customers how oil-impregnated Gusher-Bearings in the MOOG unit prevent the major cause of tie rod end failure: faulty lubrication.



"Want your tie rod ends replaced today?"

3 ASK FOR THE ORDER: Get extra volume with MOOG Gusher-Bearing Tie Rod Ends. Make it easy for customers to buy now. Keep fast-selling numbers on hand for quick, profitable installations.

623—Reflectors

Hermetically sealed plastic reflectors in red, amber and clear, announced by Andrew Parts Mfg. Co., 32-70 31st St., Long Island City 6, N. Y., are said to be rustproof, waterproof, unbreakable and dustproof.

Reportedly approved by every state for homes, trucks, trailers, boats, highways, etc., they are available in cartons of 20, 100 and 500 in assorted colors. Lenses are also available on display cards. Children and adults can wear them for protection against traffic accidents, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

624—Steam Cleaner

The "Upgrader 80" steam cleaner (illustrated), introduced by Vapor Heating Corp., 6420 W. Howard St., Chicago 48, Ill., puts out 80 gallons per hour of hot cleaning solution at 120psi.

Features include a water reserve tank with float level control, fuel metering control, visual steam pressure gauge, plastic-coated wiring, fused safety pump switch and drain cocks to avoid winter freeze-ups. Unit is furnished complete with housing which permits ready access to all working parts. An easy-to-use gun has replaceable orifices. A siphon hose carries detergent solution from



a container to gun where it is mixed with steam and hot water. This enables operator to clean a piece of equipment with detergent, then shut off the siphon hose and rinse with straight steam and water.

The company also manufactures a portable cleaner, "Model 200," featuring automatic operation, which reaches 100psi full operating pressure in 3 minutes and has an output of 200 gallons of water or solution per hour. Other larger models have an output of 500 and 1,500 gallons per hour.

Want more info? Use coupon on page 137 and you will get it!

625—Brake Valve

When installed on a car, "Saf-T-Brake" valve, announced by Saf-T-Brake Valve Co., 484 No. Main St., Akron 10, O., reportedly assures that car at least two wheels of brakes should a rupture occur in the hydraulic system.

When brake lines are intact, the valve operates as one system. In case of a rupture in the front of the brake system, valve automatically blocks off that area as driver steps on brake pedal, leaving brakes on two wheels, the manufacturer claimed. The same holds true should break develop in the rear section.

Want more info? Use coupon on page 137 and you will get it!

626—Cooler

Designed to overcome the problem of overheating the motor in cars equipped with air conditioners, regardless of make or application, "Auto-Matic" water cooler—a small cylinder chamber through which water from the head of the motor or pump passes and is conveyed to the radiator—has been announced by Lo-Merc Corp., 2402 Houston Ave., P. O. Box 8726, Houston 9, Texas.

Inside water chamber is a copper tubing designed in such a manner that the water from the motor can freely circulate in the coils. The coils are completely sealed off so that no water can enter the tubing. Cooler passes excessively heated water from the motor over Freon coils in hot water chamber and returns it to radiator from 20 to 35° cooler, it was claimed. Radiator water is then cooler than the condenser, with result that any heat block reportedly is dissipated. This action allows condenser to efficiently cool the hot Freon gas so that it in turn lowers the head pressure in the compressor. Lower head pressure lessens the pull on the motor of the car, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

BURN OUT or BLOW OUT



MOOG Gusher-Bearing Tie Rod End has straight-design stud that can't pull through the socket forging. *Gusher-Bearings* prevent "burn out" caused by dry metal-to-metal contact. Deep-channel grease reliefs protect against cover bulge or "blow out" from pressure of high-power grease-guns. We know of no instance where a MOOG *Gusher-Bearing Tie Rod End* has failed in the 5 years since these units were introduced! Isn't this the tie rod end you'd rather offer your customers? See your MOOG Jobber.

**MOOG MEANS MORE
UNDER-CAR BUSINESS**

MOOG INDUSTRIES, INC., ST. LOUIS 14, MISSOURI



627—Power Cutting Tool

Said to contain 33% fewer parts than previous metal cutters, the "MC121 IMPACutter," announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y., delivers approximately 3,000 blows per minute, and reportedly cuts metal with ease and safety, leaving edges clean so that metal never warps or stretches.

Newly-designed throttle valve is said to provide sensitive power control, with full range of speed and power easily controlled by the "feel" of the trigger. Valve mechanism can be easily removed from the handle for replacement without disturbing any other part of the tool. Cutter

weighs 3½ lbs. and is 7¾" long. Beehive-type chisel retainer holds accessories securely. Kit consists of the tools itself, plus 6 chisels for sheet metal cutting, bolt and rivet cutting, splitting muffler tailpipe assemblies, scraping undercoating, etc., packaged in a handy metal carrying case. Four additional accessories are also available, including a crimping tool.

Want more info? Use coupon on page 137 and you will get it!

628—Steam Cleaner Hose

Reinforced by high-tensile, stranded steel wire and braided rayon yarn, a green-colored hose announced by Malsbary Mfg. Co., 845 92nd Ave.,

Oakland 3, Calif., reportedly can be used with all steam cleaners for solutions up to 325° F.

The makers claim the inner tube is heat-, swell- and alkaline-resistant, and the cover highly resistant to weather, oil, alkali and abrasion. The hose has ½" inside diameter and comes in 25' and 50' lengths, coupled or uncoupled, and is packaged in boxes to facilitate shelving and handling.

Want more info? Use coupon on page 137 and you will get it!

629—Brake Spring Tools

Brake spring tools for Bendix and Lockheed brakes, introduced by K-D Mfg. Co., Lancaster, Pa., include "No.

on every
OVERHAUL
be sure you

P&D-ize

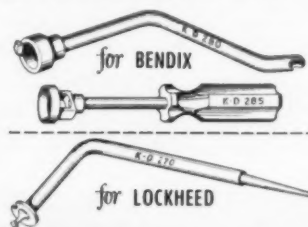
for Top Performance

Your tune-up is not complete unless you P&D-ize the whole ignition system. Then you can be sure of customer satisfaction - for P&D parts are warranted a full year. Get into the P&D-ize groove - learn the P&D story for Performance, Dependability - and Profit!



GENUINE P&D PARTS

P&D MANUFACTURING CO., INC.
STARTING - LIGHTING - IGNITION
19-02 STEINWAY ST., LONG ISLAND CITY 5, N. Y.
Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.



280" for removing and installing return springs on Bendix brakes, "No. 285" for removing and installing retaining springs on Bendix, and "No. 270" to remove and install return spring on Bendix.

Each tool is specially designed for the job. Each is solid steel, carefully machined and rustproofed, according to the company. "No. 285" has non-slip plastic handle.

Want more info? Use coupon on page 137 and you will get it!

630—Electric Polishers

Two heavy-duty electric polishers for use in appearance reconditioning have been announced by Black & Decker Mfg. Co., Towson 4, Md.

"No. 99-1" weighs 10½ lbs. and features ball bearings throughout for continuous production service. It includes a super-flexible backing pad for getting into tight corners and a long-lasting polishing pad, the manufacturer said. "No. 97-1" offers the same features as the "No. 99-1," plus an automatic unit which permits operator to apply polish directly to the car's surface from the polisher itself. Equipped with a reservoir and a thumb-operated pump, unit eliminates stopping for hand application.

Want more info? Use coupon on page 137 and you will get it!

631—Ratchet Repair Kits

Complete repair parts for its ¼", ⅜" and ½" drive ratchets, available in kits, have been announced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles, Calif.

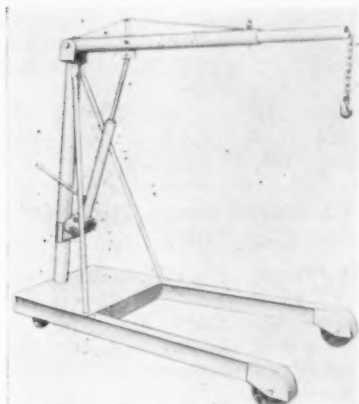
Each kit contains a wheel-plug, 2 dogs, a lever, a cam, 2 springs, a cover plate with 2 screws and a small repair diagram. Four kits for the same size ratchets are mounted in polyethylene bags on an 11½" by 3" card which can be displayed on peg board, wall panel or rotating merchandiser hooks.

Want more info? Use coupon on page 137 and you will get it!

632—Shop Crane

Easily movable on 2 fixed wheels and 2 ball-bearing casters, a half-ton model hydraulic mobile shop crane, announced by Auto Specialties Mfg. Co., 643 Graves St., St. Joseph, Mich., is said to be particularly handy in garages and repair shops for removing and replacing car and truck motors without removing the hood.

"No. D-8700" can be placed at any spot in the shop or on a loading plat-



form for safe, effortless handling of machinery, boxes, crates, etc. Maximum height of the extended boom is 100", minimum height 11". Two larger models are the "D-8800" three-quarter-ton model, and the "D-8900" one-ton model. All 3 cranes feature Ausco hydraulic power units.

Want more info? Use coupon on page 137 and you will get it!

633—Hand Cleaner

Lanolin-fortified "Go-Jo Loshon" for removing stubborn soil, grease, cement, paint or tar from hands, with or without water, has been announced by Gojer, Inc., Box 991, Akron 9, O.

The lotion-type cleaner is packaged in a 32-oz. container with one-shot "leak-proof" ejector, which reportedly dispenses the right amount of soap. Can contains enough lotion for 340 hand washings, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

634—Plastic Mender

"Black Magic" plastic metal mender, claimed to give with metal under temperature tests beyond ordinary, giving a 90% bend without cracking, splitting or chipping 60 days after application, has been announced by Swiss Laboratory, Inc., 1533 Hamilton Ave., Cleveland, O.

Product reportedly displays extraordinary adhesion and is devoid of dangerous fumes, odor or skin-irritating properties. With its use, there is 90% less dusting, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

635—Back Window Screen

Offering protection for children and pets, a back window screen for 1957-

58-59 Plymouth, Dodge, De Soto and Chrysler Suburban models has been introduced by MoPar Division, Chrysler Motors Corp., P. O. Box 1718, Detroit 31, Mich.

Designed with ample strength to discourage thievery, screen enables a shopper to lock his car in warm weather and still enjoy the benefit of full window ventilation, the manufacturer said. The fine-mesh aluminum screen and frame is backed up with an expanded aluminum reinforcement. When the back window is raised to meet the screen, tailgate is automatically in locked position. With the window in down position, ample room is provided for opening tailgate. Screen slides in or out of window

channel in a matter of seconds and reportedly does not hinder rear vision.

Want more info? Use coupon on page 137 and you will get it!

636—Regulator

A small-size, double-contact regulator for use in 12-volt AC-DC alternator-generator systems, announced by The Lecce-Neville Co., 1374 East 51st St., Cleveland 3, O., requires less space, yet reportedly equals the performance of previous larger regulators at a cost of approximately 35% less than larger models.

Want more info? Use coupon on page 137 and you will get it!

INSPECTION STA 1027

WACHLIN'S AUTO REPAIR

motor jobs turn out sweeter when you install...

Manley

airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



TIME SAVERS

Locating the Buzz In Mercury Radio

WE HAD a 1953 Mercury push-button radio whose vibrator developed an annoying buzz each time the accelerator was depressed, despite the installation of a new vibrator transformer, buffer and three vibrators.

We checked the DC voltage at the "A" input of the radio and noticed an abnormal rise in voltage when the motor was accelerated. This proved a faulty voltage regulator was causing the buzz, which could be heard above the programs. A certain amount of increase in DC voltage is normal when the accelerator is depressed. However, if the voltage rises much above 7 volts, the rating of the

vibrator is exceeded and a loud buzz is the result.—*Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.*

Installing Thermostats In Fords and Mercurys

WHEN installing thermostats in many of the late-model Fords and Mercurys, it is difficult to prevent thermostat from dropping out of position as housing is being installed on the engine.

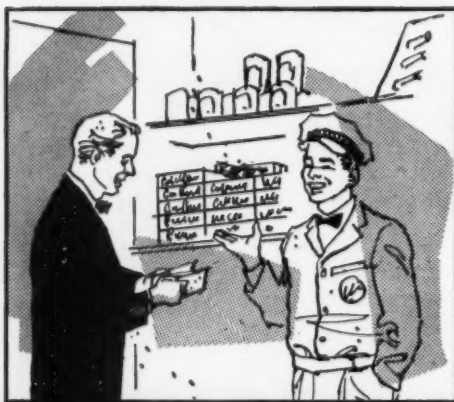
To overcome this, run a length of ordinary string through the radiator end of the thermostat, then run both free ends of the string through the housing and out the neck where radiator hose fastens on. Pulling on both ends of the string holds thermostat

firmly in place while it and housing are being installed to engine. Pull one end of string to withdraw it from thermostat and housing.—*Victor McGee, c/o Bedwell & Cole Auto Service, 310 South 7th Street, Mayfield, Kentucky.*

To Install Rear Speaker For Car Radio

WHEN installing radio rear speakers in cars, this method saves later headaches:

Place 1/4" spacer over each bolt between the speaker and the deck behind seat. This provides a relief vent and reduces danger of the speaker cone being ruptured when the trunk lid is slammed shut.—*Harry J. Miller, 991 Forty-Second, Sarasota, Florida.*



Advantages?

THEY'RE ALL YOURS
WITH COLE-HERSEE
SWITCH PAKS

• • • READILY SELL SIX OF A KIND

Designed and proven conducive to increasing sales.

THOROUGHLY EFFECTIVE DISPLAY AT NO EXTRA COST

Switch Paks embody an attractive built-in sliding tray display ready to exhibit.

• • SAVERS OF SPACE, TIME and HANDLING EFFORT

Switch Paks' compactness and design makes for functional stock-taking, storage and display. They eliminate multiple carton opening and closing efforts.

Order Cole-Hersee Switch Paks Today



COLE-HERSEE CO.
Over 40 Years of Consistently Better Products

20 OLD COLONY AVENUE, BOSTON 27, MASS.

GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections will not be returned.

Operating Shop Lathe With Old Car Gears

THE discarded transmission from an old car serves handily to operate our heavy shop lathe.

A flip of the gearshift lever



provides a variety of speeds plus reverse. — Harry J. Miller, 991 Forty-Second, Sarasota, Florida.

Changing Rear Band In Powerflites

HERE is a way to save time and money in changing rear band in Powerflite transmissions:

Tighten front band adjusting screw 25 to 30 foot pounds before removing rear drum and planetary assembly. It will be found that front part of transmission will stay in place and rear assembly can be replaced after new band and strut are in place.—Frank L. Salisbury, Clifton Auto Sales (De Soto-Plymouth), 406-

408 North Beach Street, Daytona Beach, Florida.

Removing Lock Spring With Hacksaw Blade

FOR removing the lock rings on door and window handles, discarded hacksaw blades make a far superior tool than the handle spring tools sold for that purpose, which begin slipping off springs after they are used a few times.

Grind a sharp notch in one end of hacksaw blade, making sure

the point in notch is sharp. Hook point behind the spring and yank it free quickly.—Ed Mayover, 1601 —14th Street, W. (U. S. 41), Bradenton, Florida.

Making U-Bolt Holder From Pipe Lengths

FOR rethreading long, heavy spring U-bolts and other jobs where interference prevents the use of the regular die holder, holders can be made from lengths of pipe provided dies are round.



K-D TOOLS

MAKE HARD JOBS EASY

BRAKE SHOE SPRING TOOLS

BENDIX



K-D No. 280 to remove, install Return Springs.



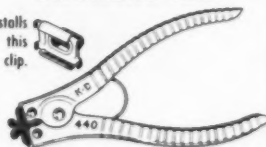
Removing.



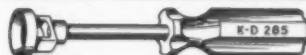
Replacing.

K-D 440 MOLDING CLIP INSTALLING TOOL

Installs
this
clip.



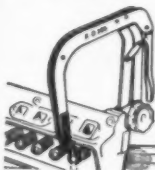
Specially designed for late Chevrolet, Buick, Olds, Pontiac.



K-D No. 285 to remove, install Retaining Springs.

NEW USES FOR "OLD" TOOLS

Servicing valves on
small foreign motors.



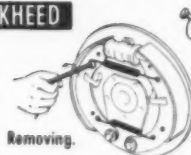
380 Compressor
(also 385 Compressor)



383 Compressor



LOCKHEED



Removing.

K-D No. 270 to remove, install Return Spring.

Replacing.



NEW CATALOG Just out! 24 pages full of famous K-D "hustlers for your toolbox." Write today for your free copy...to...K-D Tools, Lancaster, Pa.

Obtain pipe with proper inside diameter for dies to enter freely and cut off the proper length for the job at hand. At one end drill through one side of pipe and tap for a 1/4" set screw to hold die in place. Drill a 1/2" hole through both sides of the pipe at the other end. Any suitable length of 1/2" rod can be used in this to turn the die. These holders can be easily made up in any length as may be required by the particular job.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 South 7th St.,

Mayfield, Kentucky.

Using a Rubber Band To Install Points

HERE is a short cut for installing points in 1956-57 Ford V-8s, or other eight-cylinder trucks or cars:

Remove distributor and replace points. However, before installing distributor in block, place a rubber band around distributor to hold clips in place and prevent them from dropping down and

catching in plug wires on back side of distributor. This is a simple remedy and easy to do.—J. A. Lowe, 151 E. Bletso Street, Gallatin, Tenn.

Glass Bubbles for Cars Represent Problem

MANY practical problems await the widespread use of the all-glass bubble canopy for passenger cars, according to Dr. Joseph D. Ryan, director of research of Libbey-Owens-Ford Glass Co., last month.

Discussing the subject before a group of Detroit engineers last month, Ryan ruled out transparent plastic as a material because of its lack of resistance to abrasion and its tendency to fracture into sharp-edged fragments, plus optical difficulties.

"To be successful as a transparent roof enclosure," Ryan said, "a glass bubble canopy would have to be laminated of annealed glass with adequate strength built into it by employing heavy plastic interlayers and greater glass thicknesses than now normally employed."

Increased thicknesses of glass and plastic, he said, bring weight problems and emphasize the problems of mounting the bubbles to car bodies. He described methods of shaping both glass and plastic bubbles which made plain the multiplicity of optical problems which would arise.

In discussing control of solar energy in a bubble canopy—even though air conditioning might be available, Ryan said it is to be hoped that a film can be produced which could be applied to the outside surface to reflect the infrared and ultraviolet portions but not reflect too much light in the visible region. He concluded that if a perfect bubble canopy could be produced feasibly, its future would rest with the decision of the average American car buyer.

Fort Pierce Names Haughton

New officers of the Fort Pierce (Fla.) Automobile Dealers Association are E. D. Haughton, Reed-Haughton Motors (Pontiac), president; Jim Pore, Pore's, Inc. (Buick), vice-president, and J. W. Sneed, Jr., Sunrise Motors (Ford), secretary-treasurer. Directors are W. G. Padrick, Padrick Chevrolet Co.; Howard Pore of Pore's, Inc., and Jack Ivey, Jack Ivey Motors (Studebaker).

ONLY BISHMAN
Gives you
a choice of

100% Power, 100% Manual
... 1/2 Power, 1/2 Manual
TIRE CHANGERS

MODEL 880-58 100% POWER

- ★ AIR POWER Bead Breaker
- ★ ELECTRIC POWER Mount & Demount

The ONLY Full Power Changer for ALL Tires from 12" through 17 1/2". Built-on AIR POWER double bead breaker ROLLS off tightest beads. ELECTRIC POWER drives mount-demount device.



MODEL 881-58

1/2 POWER
1/2 MANUAL

- ★ AIR POWER Double Bead Breaker
 - ★ Manual Mount & Demount
- Same capacity, same AIR POWER bead breaker. Specially designed bar provides single tool for manual mounting and demounting tires. Holders on base for tool and tire lubricant eliminate extra tool stand.



MODEL 880-MB

1/2 POWER, 1/2 MANUAL

- ★ Manual Bead Breaker
 - ★ ELECTRIC POWER Mount & Demount
- Manual Double Bead Breaker is built-on . . . uses ROLLING action to break tightest beads. ELECTRIC POWER drives mount and demount device to remove tires rapidly and safely.



MODEL 881-MB

100% MANUAL

- ★ Manual Bead Breaker
 - ★ Manual Mount & Demount
- A low cost changer with built-on double bead breaker. A complete machine. No extra tools or tool stand required.



MODEL 881-SC without bead breaker. A good changer at lowest cost.

Ask your equipment distributor for complete information or a demonstration.

Bishman

MANUFACTURING CO.
ROUTE 2, OSSEO, MINN., U.S.A.

Jobber News

(Continued from page 85)

Former Employes Buy Panama City Firm

NEW owners of Panama Motor Parts Co. of Panama City, Fla., are James H. Osborne, T. M. "Tom" Chance and Phil D. Hutchison, all employes of the firm prior to the sale.

A combined total of half a century of experience in the automotive parts industry is claimed by the three. Osborne's experience includes managership of a local parts company. Chance was formerly with Permatex Co., Inc., and the former Lawrence M. Hirsig Co., Jacksonville, Fla.

Hutchison has been a buyer for Panama Motor Parts for the past 11 years and is also well known over the territory the firm will be serving.

Clark-Richards Is New Name

Tom Clark of Atlanta and Tom Richards of Birmingham, partners in the sales agency known as The Henry S. Clark Co., announced that effective April 1 the name has been changed to Clark-Richards, with the same Atlanta address, 3158 Maple Drive, N.E., and no change in personnel or policies.

Dayton Gets Atlanta Center

Completion of a new regional center at 1040 Boulevard, S. E., Atlanta, Ga., has been announced by The Dayton Rubber Co., Dayton, O. Among others, the center will house automotive replacement products with K. D. Webb as manager.

Pilkington of Fla. Incorporates

The firm name of R. B. Pilkington, manufacturers' representative of Jacksonville, Fla., has been changed to R. B. Pilkington, Inc., with R. B. Pilkington as president. All other aspects of the business remain unchanged, Pilkington said.

Air Lift Picks Simpson

Jack W. Simpson of Jack Simpson Associates, Richmond, Va., has been named representative for Air Lift Co., Lansing, Mich., in Virginia, North Carolina and D. C.



JOE'S FILLER STATION

NOTES AND ANECDOTES TO FILL YOU IN ON FILLERS

BEATNIKS AND BODIES

I guess by now, everyone's heard of the Beat Generation . . . those bearded young men and black-stockinged girls who gather in dimly lit cellars to listen to poetry against a background of jazz. Everywhere you turn, somebody's writing a frenzied editorial or making a frantic speech about our lost youth . . . and how they've completely lost their sense of values.

Maybe I'm getting mellow in my old age, but it seems to me, there hasn't been a generation—"lost," "leftist," or "licked"—that hasn't created a flurry or worry among the elders. Yet somehow, these same hopeless youths grow up to become responsible citizens, with a sense of values that's a credit to the country.

Take yourself, for instance. Chances are your "Old Man" thought you spent too much time studying the "uke," or joy-riding in the runabout. Maybe he even pointed out that instead of sending for autographed photos of Toby Wing or "Babe" Ruth, you should spend more time studying trigonometry.

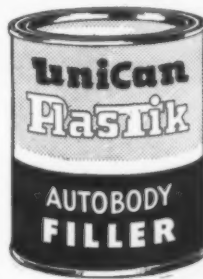
Yet here you are, just a few years later — a responsible member of society, probably a parent yourself (worrying about your own offspring) and pretty safely equipped with a positive, practical point of view.

For example, as a businessman, you've learned the hard way what real value means. You know that when it comes to buying equipment for your shop, value doesn't mean how cheaply you can buy an item, but how much you really get for the money you pay.

customer . . . and maybe even the loss of your reputation as a responsible community service.

ONLY UNICAN CAN!

You'd feel mighty silly trying to tell a customer the reason you "botched" an important



body job is that you were trying to save a few pennies by using a cheaper filler you thought would be adequate. He'd certainly wonder what kind of a sense of values you had . . . and he'd be right.

So you might just as well get the very best — the proven, thoroughly scientifically tested plastic filler — and make sure you get the most for the money. And that can only be UNICAN "PLASTIK." With all due apologies to the generation — Unican "PLASTIK" can never be "beat"!

PICK A NUMBER

Just to be sure you always get exactly the right filler for the right job, UNICAN has created three special formulas: "Plastik" with J4, J7 and J10. The numbers indicate the exact formulas you need for results you want. Make sure you have enough of all three on hand . . . you'll need 'em!

Getting Down to Business!

All this comes to mind because I've noticed lately that a considerable number of my *confreres* in the plastic autobody filler field seem to be getting desperate. They've been selling plastic filler as though the only point is price! Look, they seem to say, we'll give you exactly the same thing anyone else will (including UNICAN) . . . and for less money.

Well, frankly, it just can't be done. When you take the best possible resin . . . the finest materials . . . thoroughly and scientifically test the results . . . package them honestly . . . and sell them at the lowest possible price that still lets you cover all your legitimate costs . . . you can only come up with one price — the UNICAN price. And the only way to beat that price is to lower the quality and diminish the value.

Obviously, if you use an auto plastic filler that won't give you completely satisfactory, dependable, UNICAN results, it doesn't matter how little it costs. The product, and the job it's supposed to perform, is worthless. Maybe you've saved a few pennies . . . but at what cost! It could mean a ruined job . . . a furious

Plastik

has been developed through exhaustive research, laboratory tests and "on the job" performance checks . . . expertly guided by the efficiency, experience and ethics of the UNICAN RESEARCH LABORATORIES. Only UNICAN maintains this scientific approach to and control of the autobody filler business.



And business is good, thank you . . . and you and especially YOU!

J. C. O'Donnell
PRESIDENT



Unican
PLASTICS CO., INC.

Main Plant and Executive Offices
SHREWSBURY, MASS.

WEST COAST PLANT • UNICAN PACIFIC CORPORATION, 1346 WEST 15TH STREET, LONG BEACH, CALIF.
CANADIAN PLANT • UNICAN PLASTICS, LIMITED, 241 DUBE AVENUE, MONTREAL EAST, PROV. OF QUE.

"Hot Shot" Nelson and ASIA Prexy Will Address Alabamians June 22-23

ONE of the best-known wholesalers in the South and the president of the newly-formed Automotive Service Industry Association will address the annual convention of the Automotive Wholesalers Association of Alabama in June.

J. Matthew "Hot Shot" Nelson of Kingsport, Tenn., president of Holston Auto Supply and of the Automotive Wholesalers Association of Tennessee, will speak on "Obsolescence" at the Stafford Hotel in Tuscaloosa during the June 22-23 meeting, repeating his role at the Florida jobbers' convention last November.

On the final day's program will appear Victor L. Toft of the Sidles Co., Omaha, Neb., ASIA's first president, discussing the future of this association born from membership of the former MEWA and NSDA.

William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, will speak on the importance of and values to be received by

garagemen and jobbers working together.

Other speakers will include J. F. Ingram, state supervisor, Trade and Industrial Education Department of Alabama, and Cecil Jones, comptroller, Alabama By-Products Corp., Birmingham, speaking on "Industry's Part in Financing Our State."

Four jobber-members of AWAA will talk on "How to Make a Profit," followed by a question-and-answer period. One will be a large jobber, one a small one, one affiliated with a warehouse group and one affiliated with NAPA.

John W. Rooney, AWAA's executive secretary, will conclude the program with a summary of the group's work.

An outstanding humorist will address the annual banquet, which will be preceded by a social hour. Officers will be elected at the business meeting Tuesday morning.

Jack Rhodes of Birmingham is president.



Top: AWAT President Nelson
Bottom: ASIA President Toft

This will be the first time the association, more than 20 year old, has met in Tuscaloosa.

APRA Membership Swells 100% in 20 Months

MEMBERSHIP in Automotive Parts Rebuilders Association has doubled to 400 in the last 20 months.

The booming association has been guided by Nathan M. Roberts, formerly executive secretary of the Automotive Wholesalers Association of Alabama, for slightly longer than this time.

A great deal of interest has been shown in the technical clinics being held by the various APRA institutes throughout the country.

A recent survey of members of the APRA Institute of Armature and Generator Rebuilders revealed their total gain in business in 1958 over 1957 in this country and Canada was a plus 23%. Gains varied greatly according to regions.

Ammco Hires Watson

Lewis Watson has joined Ammco Tools, Inc., North Chicago, Ill., as representative in Southeast Texas and Louisiana. He will be working with Regional Manager Roy Culp.



**... first to provide
warehouse sources**

for your convenience

A product is only as good as its availability. Imco provides service on the spot . . . when you need it with warehouse stocks in most major cities east of the Mississippi. This is just one reason why Imco users are growing steadily in number.



Brake Shoes • Universal Joints • Water Pumps
THE IMCO MFG. & SALES CORP.
Baltimore 2, Md.



Jerrold Snett has been named sales manager of the Flare Division of The Bell Co., Inc., Chicago. He was formerly general manager of the Miracle Power Division of The AP Parts Corp.

Dietrich Rejoins MEWA As Research Head

CARL B. Dietrich returned to Motor and Equipment Wholesalers Association March 16 to become director of the department of business methods information and research, according to B. W. "Whit" Ruark, formerly general manager of MEWA and now co-manager of ASIA.

Director of member services from 1949 to 1957, Dietrich left the association to assume executive editorship of *Jobber Product News*. MEWA and NSPA arranged to begin operations on April 1 as the Automotive Service Industry Association.

Five Members Join AWDA Roster

FIVE new members of The Automotive Warehouse Distributors Association, admitted at a board of governors meeting in Chicago Feb. 15, are:

Sealed Power Corp., Muskegon, Mich.; United Engine & Machine Co., San Leandro, Calif.; Clifford Mfg. Division of Standard Thomson Corp., Waltham, Mass.; Walker Marketing Corp., Racine, Wis., and Tabs, Inc., Bristol, Tenn.

Tulsa Firm Opens Store

South Side Auto Supply, 4403 South Peoria, Tulsa, Okla., has opened a second store—Ranch Acres Auto Supply—at 2917 South Harvard, Tulsa. Both are owned by Jimmie Chalmers, who has been well-known in Southwestern automotive circles for the past 40 years.



**You get a
lot to like
with IMCO, too**

... QUALITY
... SAFETY AND
... VALUE

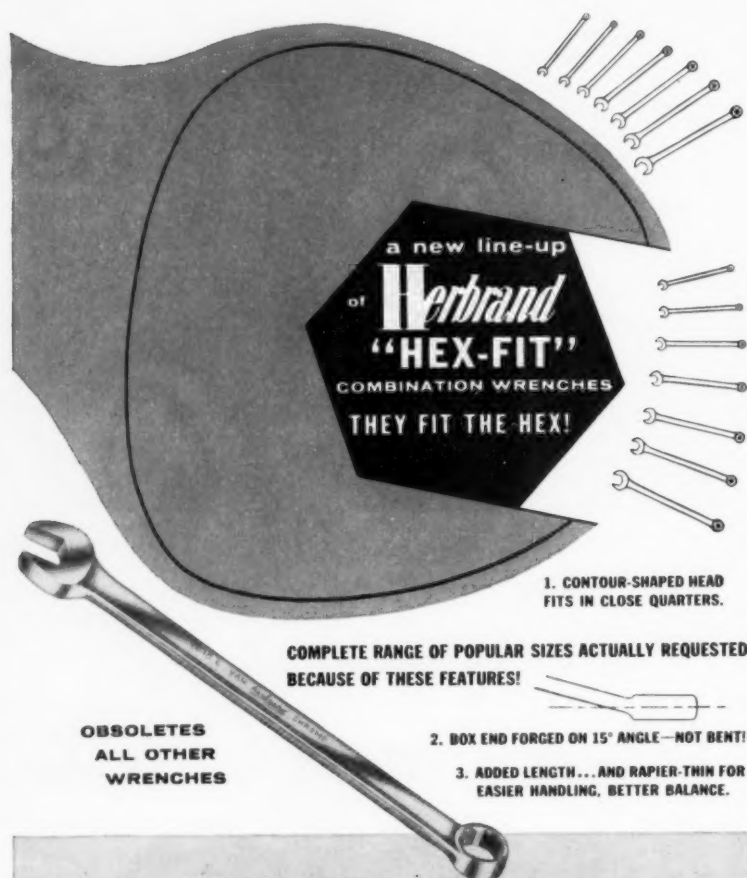


Brake Shoes • Water Pumps • Universal Joints

**The Imco Mfg. & Sales Corp.
Baltimore 2, Md.**



At the head table at the kick-off session of AEA's three-day conference were (l. to r.): Frank A. Johnston of Birmingham, Ala., E. B. Snyder of Greensboro, N. C., A. B. Conley, Jr., of Jacksonville, Fla., Carl S. Johnson of Charlotte, N. C., Paul Peck of Mobile, Ala., Gene P. Roberts of Carter Carburetor Corp., St. Louis, Mo. (president), and E. T. Duffy of The Weatherhead Co., Cleveland, Ohio, chairman of the seminar conferences.



**OBSOLETE
ALL OTHER
WRENCHES**

**COMPLETE RANGE OF POPULAR SIZES ACTUALLY REQUESTED
BECAUSE OF THESE FEATURES!**

1. CONTOUR-SHAPED HEAD FITS IN CLOSE QUARTERS.
2. BOX END FORGED ON 15° ANGLE—NOT BENT!
3. ADDED LENGTH... AND RAPID-TURN FOR EASIER HANDLING, BETTER BALANCE.

Now, Hex-Fit combination wrenches are available in a complete range of matched sets of popular sizes, from 3/8" to 1-1/4" in 12-point openings—and from 3/8" to 3/4" in 6-point openings.

In its jewel-rich hand polished finish, contour-shaped ends—every feature of design—the new Hex-Fit series reflects Herbrand's 78 years of accepted leadership in producing job-matched tools for the professional mechanic. See them and you'll agree! Write for new Hex-Fit folder, covering complete range of sets and sizes.

Herbrand Tools

Ask your jobber.

HERBRAND DIVISION

THE BINGHAM-HERBRAND CORPORATION • FREMONT, OHIO

Atlanta AEA Sessions Draw 275 Persons

THE concluding sixth in a series of conferences by the Automotive Electric Association attracted a registration of 275 at Atlanta March 9-11.

Aside from manufacturer presentations, seminar conferences on a variety of timely topics were conducted by E. Y. deJarnette of Macon, T. David Rhodes of Chattanooga, Tenn., Cecil Morris of Greenville, S. C., J. N. Stark of Alexander City, Ala., and Troy Wall of Tuscaloosa, Ala.

Manufacturers who discussed in general meetings their programs for this year were The Weatherhead Co., Stewart-Warner Corp., Robert Bosch Corp., Carter Carburetor Corp., Holley Carburetor Co., Trico Products Corp., The Electric Auto-Lite Co., Clinton Engines Corp., Purolator Products, Inc., American Bosch Division, Monroe Auto Equipment Co. and United Motors Service.

Manufacturers who held group or individual conferences included Clinton Machine Co., Fairbanks, Morse & Co., Leece-Neville Co., Lauson-Power Products, A. C. Spark Plug Division, Bendix Products Division, Wico Electric Co., Briggs & Stratton Corp., Eclipse Machine Division and Marvel-Schebler Products Division.

Dr. Charles L. "Chuck" Lapp, a college professor at St. Louis, Mo.,

and a marketing specialist, addressed a luncheon session.

J. Howard Reed is executive secretary of AEA.

Carter Carburetor Picks Stone for the South

D. R. STONE, a sales representative for the Carter Carburetor division of ACF Industries, Inc., has been named district manager for the newly-formed Southern district, which includes Florida, Georgia, Alabama, the Carolinas and Tennessee, with the exception of the Memphis distributing area.

Stone joined Carter in the automotive fuel systems division of ACF in 1941 in the home office sales department in St. Louis. He will headquarter in Jacksonville, Fla.

Middle Atlantic to Meet In Capital April 20-21

THE spring convention of Middle Atlantic Automotive Wholesalers will be held April 20-21 at the Statler Hotel in Washington, D. C.

John H. Jones of ABC Company, Lansdale, Pa., is president. Other officers include Leonard Quinn of Auto Accessories Co., Alexandria, Va., secretary. Among the directors is Calvin Cropper of Salisbury (Md.) Automotive, Inc.

UMS Appoints Fortney

Appointment of Walter S. Fortney as general service manager of United Motors Service Division of General Motors has been announced by Thomas F. Plant, general sales manager. With United Motors since 1941, Fortney succeeds R. J. "Mike" Robinson, who retired after 25 years with the division.

Perm-A Mfg. Names Getty

W. Rus Getty has been appointed to the newly-created position of general sales manager of Perm-A Mfg. Co., Ambler, Pa. He will be responsible for over-all sales, advertising and marketing of the company's hose clamp, and for domestic and foreign automotive and industrial markets.

"We have recently taken on Mercedes-Benz diesel engines," announced J. Paul Adams, president of Benning Auto Parts, Inc., Columbus, Ga.

CLEANS OFF MUD, GREASE, SLUDGE... IN MINUTES!

low cost, high output



portable • practical • efficient

SAVES HOURS OF CLEANING TIME

Add a Clean-Up to Your Tune-Up




Cleans service vehicles, engines, machinery, grease pits, floors, driveways... prepares autos, trucks for undercoating... exposes dirty, caked surfaces for thorough inspection, easier maintenance and repair.

Compact, easy-to-operate Vapor "80" Steam Cleaners deliver high-impact steam and hot water (80 gal/hr @ 120 psi) to dissolve and whisk away mud, grease, caked dirt, frozen sludge. Warm-water rinse (245 gal/hr @ 125°) is optional. Removable tank serves as container for transporting fuel without spillage. Instant steam. Burns kerosene, No. 1 fuel oil, or gas. Supplied with soap tank and/or wheels, as desired.

VAPOR HEATING CORPORATION
Dept. 44-D, 80 East Jackson Blvd., Chicago 4, Ill.

Please send bulletin on ☐ Model 80 ☐ Model 200
Steam Cleaner ☐ name of nearest dealer

Name _____
Address _____
City, Zone, State _____

FOR BIGGER JOBS...



UPGRADER MAJOR STEAM CLEANER

- 200 gal/hr @ 120 psi.
- Built-in soap solution tank
- One unit can supply two steam guns
- Easily portable (wheels optional)
- Complete with wire-braided steam hose
- Burns fuel oils No. 1 or 2 or natural gas



More than half of the 800 who attended the Atlanta NAPA conference appear in this photo made while President Wilton Looney of NAPA was speaking the first day at the Biltmore Hotel.

Sludg-Master Pict-O-Poem

Switch to *New Improved*
Sludg-Master with NEUTRENE
MAGIC ACID
NEUTRALIZER

for BIGGER PROFITS faster!

ELIMINATES... ACID ACTION
The Major Cause of Engine Wear

IT'S NEW!



Contains Neutrene...
the magic ingredient
that quick as a wink...
Neutralizes harmful
acids... keeps engines
in the pink!

WORKS TRUE!



Dissolves carbon-sludge and gum...
faster than ever... Restores power...
... ups performance...
without any labor!



DOES MORE!



Cuts friction... "plates out"
on surface engine parts...
Saves oil... Prevents rust...
Insures quicker cold weather
starts!

THAN BEFORE!



Make New Improved Sludg-Master your STAR product feature... See how fast and easy it improves your profit picture!

New Large 16oz. Can

NO FUSS • NO MUSS • JUST POUR • NO MORE!

Rust Master Chemical Corporation
Manufacturers of Automotive Chemicals 56 CRIGHTON ST., CAMBRIDGE 40, MASS.

NAPA President Cites Need for Branches

IF YOU'RE going to get the business, you've got to set up branches where registrations can justify them.

Wilton Looney, youthful president of Genuine Parts Co., Atlanta, told the record-attended business conference of National Automotive Parts Association last month:

"One thing that has interested me has been the trend toward a branch or smaller stores."

He asserted:

"It is just necessary to open stores in all areas of a city."

His company, the biggest independent parts operation in the world (1958 sales were \$56,500,000), has ten stores in Atlanta and plans to open five more.

It is too difficult to get business "out of towns you have been working" once someone else opens a branch, said Looney, who is president of NAPA.

Unions are operating in all sections of the industry and they are organizing jobbers every day, he declared.

"Be sure you have your business in the right condition before the unions come in," he said. If approached by a union, he urged his listeners to get "a good labor lawyer"—not some local attorney without labor relations experience.

Union representatives are working "awfully hard in South Georgia and Florida right now," he said.

Smaller and more frequent ordering were listed as among the



NAPA President Looney

advantages offered by an NAPA warehouse over those warehouses which pay freight.

"If you look at all the advantages that an NAPA warehouse offers you, we believe you will find our program best," Looney said. "What counts in the end result is profit."

The record attendance, he announced, was 787, including 88 warehousemen, 509 jobber and 190 manufacturer representatives. Late comers swelled the figure slightly above 800.

Rod Brim, president of the New York and New England NAPA warehouses, also urged more

For excerpts from an address in which Carlyle Fraser, chairman of the board of Genuine Parts Co., predicted the end of redistribution, turn to page 84.

branches be set up, declaring, "One of these days there is going to be a jobber in every town of 2,500 population or more." He discussed sales programs and said, "Today you must not only outserve but you must outsell."

Tom Hagel, a vice-president of Genuine Parts and its director of purchasing, in an address substituting for NAPA Executive Vice-President R. L. Stacey, who was ill at his Chicago home, said, "The order of the day seems to be warehouse distribution."

W. D. "had to come into being because the market is so vast," he said. "You are going to see a lot of people get into this business" with varying success.

"The founders of NAPA some 30 years ago saw this trend coming" and NAPA "has pointed the way in this distribution pattern," Hagel



This **DIXISTEEL** Building COST ONLY \$3.32 A SQUARE FOOT Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

HOME OF
DIXISTEEL
PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division

Atlantic Steel Company

P. O. Box 1714, Atlanta, Ga. • TRinity 5-3441

said.

Leaders of six group conferences included Billy Hatcher of New Orleans, Reg Hancock and L. H. Mauldin of Atlanta on "Personnel Relations;" Looney, Brim and Elton Brooks, a South Georgia jobber, on "Management Problems;" Tom Saine of Atlanta, John Cayce of Memphis, Frank Rogers of Boston and Ed Carroll of Birmingham, on "General Sales Planning;" Ralph Lathem of New York, Earl Dolive of Charlotte, N. C., and Johnny Mains of Eatonton,

Ga., on "Sales Merchandising;" Jack Rhodes of Birmingham, Ned Bell of Memphis and Glenn McCoy of Cleveland, Tenn., on "Service Shop," and Carlyle Fraser, Alex Gaines of Atlanta and Malcolm Fraser of Memphis, who led an owners' conference on planning for the future.

Allen Turpen has been employed as service-station salesman for J. C. Hamilton, Inc., Tulsa, Okla., Sales Manager J. S. Chalmers announced.

AERA Sees Success For Toronto Meeting

ITS first meeting outside the United States is expected to be a successful one by Automotive Engine Rebuilders Association when it convenes in Toronto, Canada, May 17-20.

Secretary Hazel Preston said, "We have every reason to think this convention will be another AERA success, although it is the first time we have ventured to meet outside the U. S. A. We have a very active Toronto convention committee and our associate members are showing no hesitation in signing up for conference booth space. As a matter of fact, only a few spaces remain available at this date."

Association president is Leonard Connett, Piston Ring Service Co., New Orleans, La. Other officers are F. C. Bradley, Jr., Connecticut Bearing Co., Inc., New Haven, Conn., first vice-president; Richard S. Love, The Love Machine Co., Inc., Salt Lake City, Utah, second vice-president, and George W. Yount, Eagle Machine Co., Indianapolis, Ind., treasurer. Chairman of the convention committee is Past-President Harry Torgis.

Speakers at the convention will include N. H. Dalziel, district sales manager, Victor Mfg. & Gasket Co. of Canada; J. D. Chorn of Sterling Aluminum Products, Inc.; Dean Adams of Ferris Institute; Robert E. Phelps of Phelps-Roberts Corp., Washington, D. C.; Morrill Palmer of Trackman Auto Supply Co., Joliet, Ill.; Richard S. Love of The Love Machine Co.; L. J. Messer of L. J. Messer Co., Lincoln, Neb.; Thomas H. Reynolds of Reynolds and Bookout Parts Co., and Frank M. Norfleet, Parts, Inc., Memphis, Tenn.

Finlay Succeeds Fish at UMS

George H. Finlay has been named to succeed Walter I. Fish as San Francisco zone manager for United Motors Service division of General Motors. Fish will join the staff of United Motors' Southern regional manager following an indefinite leave of absence for health reasons.

Dallas Firm Opens Branch

Lenamond Auto Supply, 4606 South Lamar, Dallas, Texas, has opened a branch store at 11320 Lake June Road in the Zipp City area of Dallas.



Reader's Digest

DILLECTRIC

A Double Barrelled Blast!
opens the way to faster, more profitable sales of Dillelectric materials for you!

Get Your **FREE** DILLECTRIC "Sales Builder" Kit

Contains:

- Special 7 1/2 x 6" self-adhesive Distributor's Dillelectric Emblem for posting on door, window or wall.
- Colorful 19 x 34" wall blow-up of Reader's Digest ad.
- Preprints of trade ads and special Dillelectric Order Blanks for use in sales calls.
- Complete details on two special Dillelectric deals for your customers. You get full profit!

Order Today From Dept. SA-2.

It's the merchandising story of the year! Reader's Digest, the world's most powerful magazine, is helping you sell Dillelectric tire repair material this year!

You'll be amazed at the results!

Latest surveys show over 32 million readers each month will be exposed to the Dillelectric ads in the Reader's Digest. They'll learn Dillelectric is the safest, surest, most permanent tire repair available . . . a repair well worth a premium price! Because the story is true — makes a lot of sense — Dillelectric is what they will want, will look for, will pay a premium price to get!

Take advantage of this unusual opportunity. Order your free "Sales Builder" Kit today. Use the materials when received! Follow up your customers. Make sure they know the story, are stocked with Dillelectric materials and are posting their Dillelectric Dealer Emblem. Your Dill representative will be glad to help!

The **DILL** Manufacturing Company
700 East 82nd St. • Cleveland 3, Ohio



WIN THE WAR ON RUST!



HEAVY DUTY RADIATOR CLEANER

...MADE FOR THE PROFESSIONAL!



Radiator clogged with rust and scale? Swoosh it clean as a whistle in no time with Permatex. This powerful product restores good-as-new circulation.

SEE MORE PERMATEX
PRODUCTS FEATURED ON PAGE ONE

EASIER TO SELL

BECAUSE

HULL AUTO COMPASSES are easier to compensate

There's no trick to compensating a Hull Auto Compass (adjusting the compass against magnetic interference). There is no blind groping or probing, and no special tools are needed. A coin can be used to turn two compensating screws facing outside the compass case. What's more the dial responds instantly, accurately, thanks to stronger, more positive acting compensators. Satisfaction is guaranteed, for you and your customers.



Beaconlite
ILLUMINATED
\$6.95 LIST PRICE

Streamline
NON-ILLUMINATED
\$5.50 LIST PRICE

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M19 POLISHER
Completely wash-
able. 1 1/2" pile.
4" pul' virgin
finest
available. Comes
unravel or grab!

WASHING & POLISHING ACCESSORIES

how you can square
extra profits from your finishing depart-
ment with PIT-BAR'S complete line of
automotive polishing, washing and buffing
accessories for descriptive catalog
and price sheets.

DYNEL WASH MITTS AND PADS.
An extremely durable synthetic made ex-
actly for washing. Washes fast. That
will not shed, mat or shrink.

MIRASYN MITTS AND PADS
Synthetic developed to remain soft
while scrubbing hard detergents and
alkalies.

LAMBWOOL DISCS AND BONNETS.
Lamb's wool discs and bonnets. Made
from finest genuine lambswool skin.
- selected imports - special backs - bark-
laminated.

WU-FEATHERED WOOL DISCS
Longest wearing polisher ever made 100%
wool yarn.

MAGNETIC DUST CLOTHS.
A magnetic dust cloth that picks up
dust like a magnet. Packed to bulk, can
or pole bags.

AND DOMESTIC CHAMMOIS
English & French Imports. 100%
pure Cod Oil Tanned. Domestic oil
tanned.

MEASURE ANY DIMENSION...
PIT-BAR'S PEERLESS LINE OF
WASHING AND POLISHING
ACCESSORIES ARE THE NA-
TION'S NUMBER 1 CHOICE!

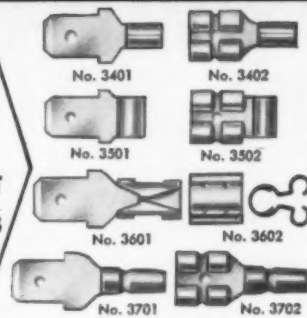


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performance
economy

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FOR ALL 1957-58-59 CARS

NEW
VACO
QUICK CONNECT
Solderless Terminals
and Adapters



Everyone servicing late model automobiles will welcome these 8 important additions to the LYNN line of popular solderless terminals. They fit the studs found in increasing numbers on today's solenoids, condensers, relays and other parts of original equipment.



Speed up your service work
with No. 3185 SERVICE KIT

Contains 10 types of quick connect
terminals and adapters PLUS famous
No. 1902 bolt cutting and crimping
tool by VACO.

Only
\$8.95

mechanics net

Write for catalog and complete information

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Why Send RADIATOR Jobs Away?



Many Adding \$8,000-\$12,000-\$15,000
a Year Servicing Radiators!

- "Our Inland radiator dept. is taking in an average of \$300 a week!"—Douthit-Carroll-San Chez Co., Memphis, Tenn.
- "Grossed \$18,000 the first 9 months."—Harvey C. Jones Co., Reseda, Calif. "Made over \$500 my first month."
- Roberts Service, Blacksburg, Va. "Taking in \$50 a day."—Tillie's Service, Fargo, North Dakota.
- Motor Service survey shows radiator repair jobs were up 15.8% last year. Profits from radiator work are sure to steadily become even better due to increasing cooling system pressures.
- FREE 48-pg. book, all about Inland equipment, easy-pay plan, free factory training school.
- **INLAND MFG. COMPANY,**
1108 Jackson St., Dept. SA4, Omaha 2, Nebr.
World's Largest Manufacturer of Radiator Servicing Equipment

WRITE

INLAND MFG. CO., Dept. SA4, 1108 Jackson St., Omaha 2, Nebr.
Please send new free book, "Blue Print For Profits."

FIRM _____ PLEASE PRINT
ADDRESS _____
CITY _____ ZONE _____ STATE _____
BY _____ TITLE _____

If dealer, make of car sold.
Are you now operating a radiator dept.? ☐ Yes ☐ No

Panel on Redistribution and W.D. Set For Airing at Tennessee's Convention

A PANEL discussion on the future of redistribution and warehouse distribution will be a highlight of the annual convention of the Automotive Wholesalers Association of Tennessee at Castle in the Clouds Hotel near Chattanooga May 17-19.

Executive Secretary Keith

Broyles said the panel members would be some well-known members of AWAT "intimately acquainted with this subject and who will be in a position to point up clearly the many angles involved in this matter about which so many people have been thinking in the last year or two."

You'll Sell CARLOADS of COOL CUSTOMERS



New? Not really.

The Frigette case is striking in appearance . . . is only 6¼ inches high . . . has appealing convenience features. And inside there's nothing really new—at least not "suddenly" new.

We've simply improved the inside component parts to such an extent each year that we now believe our unit is a model for the industry. Within the top five in sales, the completely automatic Frigette has been time-tested in the field by thousands of motorists. If you'd like to sell a sure thing instead of an experimental model—and if you'd like to sell a refrigerated auto air conditioner that's engineered to a standard, not a price—let us hear from you.

On request, complete information will be mailed to prospective distributors and dealers.

Write Dept. H

FRIGIQUIP CORPORATION P. O. Box 7205, Oklahoma City, Okla.

Factory men will be welcome to sit in on the discussion and, time permitting, a question-and-answer period will be set aside, he said.

Other details of the program, expected to be witnessed by more than 300 persons in view of the rapidly rising registrations, include an address by Mel Turner, Chicago garage owner, on the need for training mechanics and how a training program can be set up with jobber assistance.

B. W. "Whit" Ruark, co-manager of Automotive Service Industry Association, will also be on hand.

J. Matthew "Hot Shot" Nelson of Kingsport is president of AWAT.

Factory men are to be invited to meet for a discussion of affairs affecting them on Monday morning of the convention while the jobbers are in a closed session.

Tarheels to Investigate Retirement Plans

RETIREMENT-PENSION plans will get a going over this month by the North Carolina Automotive Wholesalers Association at its sixth annual convention at the Robert E. Lee Hotel in Winston-Salem April 19-21.


A specialist will lead a discussion on the possibilities, advantages and desirability of the association's developing a retirement-pension plan that will meet the needs of all members interested, be they small, medium or large firms.

Speakers will include Ralph H. James of Tulsa, executive director of the Independent Garage Owners of America, who will address a session on the work of IGOA in organizing local units of independent garagemen throughout the nation. He will outline how jobbers can assist in organizing these units and the advantages jobbers and garagemen may reap thereby.

Wade Martin, state director of vocational education, is scheduled to discuss the latest developments and plans for the 18 mechanics training schools, sponsored by NCAWA, which will be part of an expanded trade and industrial education program for the state. A legislative report will be given by the association's legal counsel, Senator John R. Jordan, Jr., of Raleigh.

Victor L. Toft of Omaha, Neb., president of Automotive Service Industry Association, has also been invited to speak.

**KEEP WATER PUMPS HEALTHY
WITH ...**



**WATER PUMP
LUBRICANT
& RADIATOR
ANTI-RUST**

...MADE FOR THE PROFESSIONAL!

Make water clear as crystal. "Baby" water-pumps with this creamy emulsion that lubricates gently, yet is a tough corrosion and rust fighter. Every car deserves it.

SEE MORE PERMATEX
PRODUCTS FEATURED ON PAGE ONE

DEPENDABLE BATTERIES for more than 30 years



Automotive, Marine, Motorcycle,
Aircraft.

WE OUTSELL ... BECAUSE

WE OUT SERVE

We also Repair and Rebuild ALL
Makes ... Automotive, Industrial
and Railroad

YOCAM BATTERIES, Inc.
Tampa, Fla.

Service Branches in Tampa, Miami, Jacksonville
and Pensacola, Fla., and Columbus, Ga.

TRU-TORQUE TIPS

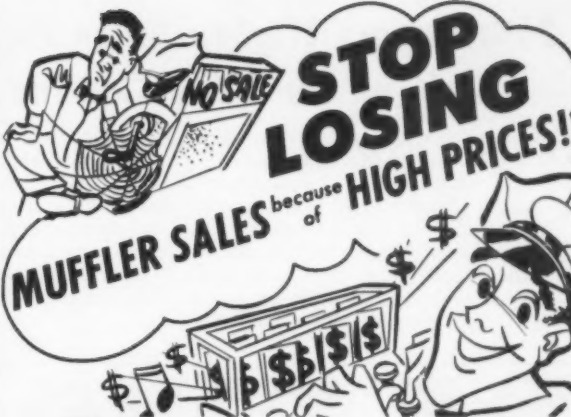
When Wheel Cylinder Pistons and Cups gum or freeze up, it is usually caused by rust and corrosion. Dampness entering the outside of cylinders causes them to rust and pistons to corrode. This rust or corrosion reduces cylinder bore diameter causing pistons to seize in the bore.

CURE: Always replace worn or loose Boots and use a rust inhibited cylinder lubricant when rebuilding brake assemblies.



TRU-TORQUE

OTTO-ITEMS, INC.
1200 Reco Ave. • St. Louis 22, Mo.



**STOP
LOSING**

MUFFLER SALES ^{because of} **HIGH PRICES!**

STOCK AND SELL

Grand The Premium Quality

QUIET-TONE

HI-EFFICIENCY Fiberglass

MUFFLERS

24 to 53% **LOWER PRICE**

Than Factory Duplicate Replacements!

LIST PRICE COMPARISON

1955-58 MODELS	Factory Duplicate Replacement Mufflers	Quiet-Tone Hi-Efficiency Fiberglass Mufflers
Buick	23.50 to 28.57	11.00 to 15.00
Cadillac	14.30 to 20.15	8.20 to 9.50
Chevrolet	12.05 to 13.70	8.20
Chrysler-De Soto	16.30 to 19.25	8.65 to 10.25
Dodge	11.75 to 17.25	8.65 to 10.25
Ford	12.10	8.20 to 9.20
Mercury	14.22 to 17.07	8.20 to 10.00
Oldsmobile	13.55 to 18.40	8.65 to 9.20
Plymouth	11.75 to 16.75	8.20 to 9.20
Pontiac	9.75 to 14.95	8.20 to 9.20
Rambler	12.25 to 14.65	8.20 to 9.20

24 to 53% LOWER

- ★ **NEW**—"Whis-purr" sound
—pleasing low tone!
- ★ **NEW**—Straight-thru construction
delivers full power!
- ★ **NEW**—"Turbo-Jet" Diffuser eliminates
back pressure!
- ★ **NEW**—Thermo-Dynamic Heat Control
inhibits rusting-out!

A MODEL
To Fit
Every
Car

ALSO a complete line of Chrome Side Pipes and Lakes Pipes ... plus full line of Dual and Header Systems for all V-8's and 6-cyl. Chevrolets.

Order from your **GRAND Jobber** today!

Grand

AUTOMOTIVE PRODUCTS

2055 North Ruby Street • Melrose Park, Ill.

86% Report Higher Sales for 1959; Outlook for Year Continues Bright

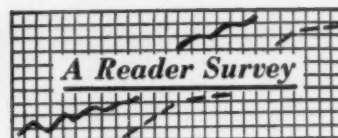
SALES volume is stepping steadily for most Southern and Southwestern wholesalers this year over the same period of last year.

Eighty-six per cent answering a questionnaire mailed to 350 last month reported their business up. Eight per cent listed the same amount and six per cent reported

a slight downturn.

The coal-field area of West Virginia notably was suffering because of the market condition for coal. A prolonged strike slapped business in a Missouri community.

Increases frequently ranged in the bracket of 20% or higher. Predictions of "a good year" heavily



NEW!

MUFFLER-TAILPIPE CUTOFF TOOL



Another Tough Job Made Easy By Lisle Engineering.

SIMPLE—EFFECTIVE

Now every garage, service station and muffler shop can cut costs and boost profits on muffler and tail pipe jobs. The New Lisle MT-3 Muffler-Tailpipe Cutoff Tool cuts through exhaust pipes, tailpipes and muffler connections, even in hard-to-reach areas. Takes just a few minutes of simple back-and-forth action.

THREADED HANDLE adjusts bite, keeps proper tension.

FOUR HARDENED STEEL CUTTING WHEELS slice through all pipes, require only one-third revolution to fully encircle pipe.

HANDLES all popular sizes of Tailpipes.

ONLY \$9⁹⁵ CHECK WITH YOUR
JOBBER TODAY!

it's a Good tool...it's a **Lisle**

Lisle Corporation
Clarinda, Iowa

sprinkled through the replies.

An East Coast Floridian's volume was up about two per cent. "This was done in a considerably smaller territory than in 1958," he pointed out, "so it would really reflect a good, substantial increase over the same territory limits."

An Oklahoman whose volume was up ten per cent said he was "getting set for the biggest season ever" on lawn mowers, small engines and parts.

A Texan said that while his increase was 26% "this seems pretty good, but costs are up about 30%, so where are we?"

Back orders from suppliers were headaching a Kansan who attributed this to probable warehouse changes.

"Business is good" was hardly needed as a comment from a Missourian whose sales were up 40%.

And from Texas came the top-most report: "1959 volume is double 1958 volume. Hope it keeps up!"

Reports of increases were fairly well spread over the entire 19 states in which this publication circulates.

A Tennessean with a rise of four per cent complained of "co-ops" selling tires, batteries, spark plugs and oil filters at cheaper prices than the automotive jobber can. If they had to pay the wage-hour and income tax, they would have to raise prices."

A Kentuckian's sales were up a third.

A Georgian assailed "cut-price wagon peddlers" as his biggest problem.

A veteran Charlotte, N. C., firm reported an upturn of 24% in business.

Oklahoman to Open Warehouse

Plans to open a jobber warehouse in Tulsa, Okla., within the next 60 days have been announced by Bill Nicklas, officer manager of Shawnee Motor Supply, Shawnee, Okla.

Simoniz, Everhot, Krylon and Inders Wheels lines—all for redistribution—have been added by J. C. Hamilton, Inc., Tulsa, Okla., according to J. S. Chalmers, sales manager.

Timken Appoints Reeves Sales Vice-President

PAUL J. REEVES has been appointed vice - president in charge of sales for The Timken Roller Bearing Co., succeeding W. B. Moore, who retired March 1, according to D. A. Bessmer, executive vice-president.

To fill vacancies created by his promotion, Reeves announced four executive changes in the sales division. Robert G. Wingerter was named director of sales, S. T. Salvage became general manager of the automotive division, Norman H. Peterson was made advertising manager and W. Roderic Covey became assistant advertising manager.

Reeves joined the company in 1929 as a sales engineer, advancing through a series of promotions to advertising manager in 1944. He became director of sales in 1951, the position he held before becoming vice-president.

Louisiana Firm Expands For Fifth Time

FROM its beginning ten years ago with 1,000 square feet of floor space, Morgan City Supply, Morgan City, La., has expanded five times and now occupies a new 12,800-square-foot building, erected by J. E. "Mac" Magee, owner and president.

The structure is of prefabricated steel with a glass and aluminum front measuring 80' in width and 160' in depth. The store proper contains 4,800 square feet, with the remaining 8,000 square feet being used for warehousing and heavy inventory.

Ten doors open from the display room into the warehouse. Offices occupy the east side of the building.

Dallas Firm Marks 25th Year

O. D. Buford of Automotive Industries, Inc., Dallas, Texas, celebrated his 25th year in business last month. He opened in 1934 at 2033 Commerce St., where the business was located until five years ago when it was moved to 2023 Lucas Drive.

"We have recently added **CBC** brand of car batteries, manufactured by **Central Battery Co.** of Jackson, Miss.," announced **Devereaux B. Jones, Jr.**, manager of the automotive division of **Ryan Supply Co.**, Jackson.

Hennessy Names Two for South

Two new Southern sales representatives for the Jack P. Hennessy Co., Inc., are Lloyd Godfrey of Memphis, who will travel Tennessee, and Arch Evans, Baton Rouge, La., who will cover Louisiana and Mississippi.

Owatonna Tool Names Scudder

Appointment of Jack Scudder as district manager for North and South Carolina for Owatonna

Tool Co., Owatonna, Minn., has been announced by Robert Allyn, eastern division sales manager. Scudder, who lives in Carrollton, Ga., was formerly a salesman for a number of automotive supply houses and was also a manufacturer's representative.

Cullum Dies in Austin, Texas

R. B. "Buddy" Cullum, former buyer for Wadel Connally, Tyler, Texas, died in Austin recently. (More Jobber News on pg. 172B)

CHOOSE FROM THIS COMPLETE LINE OF WEAVER JACKS



Lo-Hi-Draulic Jacks

in 1½, 1½, 2, 4, 10 and 20-ton capacities.



Hydraulic Bumper Jack

offers easy foot operation.



Hydraulic Hand Jacks

in models of 1½, 3, 5, 8, 12, and 20-ton capacity.



Mechanical Bumper Jacks

WA-26 for passenger cars. WA-27 for service station use.

Air-Operated Bumper Jack

lifts entire end of car for faster service



Wheel Dolly

for handling large duals.



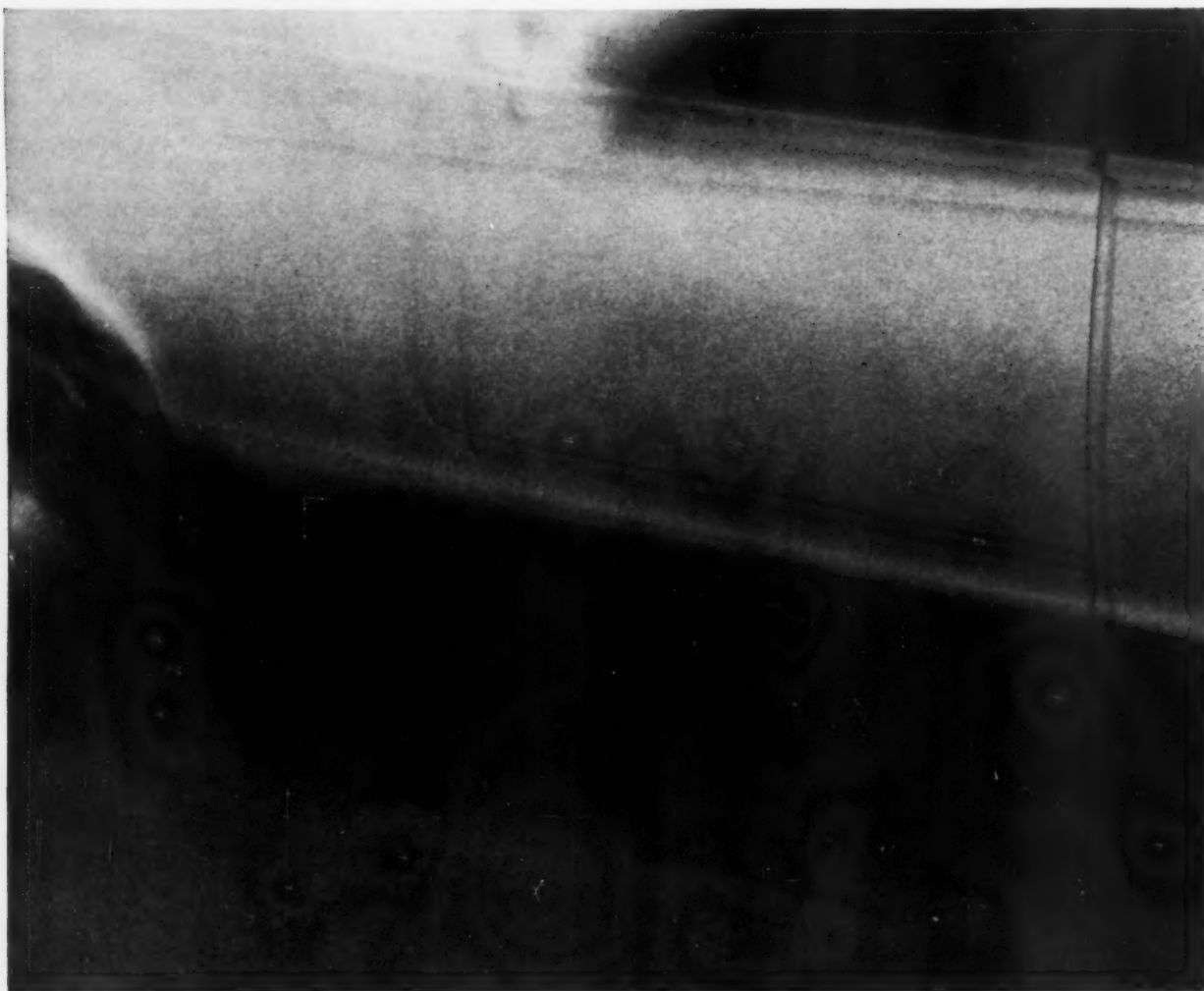
Ask your Weaver Jobber for details

WEAVER

Weaver Manufacturing Co., Springfield, Ill., U. S. A.

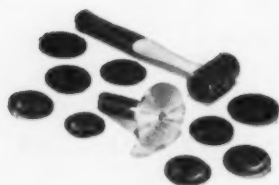
SERVICE SHOP EQUIPMENT

Complete Weaver line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Unit Lifts . . . Bumper Jacks . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors.



FREQUENT INSPECTION and repacking of wheel bearings and automatic replacement of oil seals is a **MUST** for driving safety! Proper seating of seals is assured when you rely on the handy C/R front wheel installation tool to keep grease in . . . dirt out. To assure longer bearing life, seal every sale with safety . . . seal with C/R!

TAILOR-MADE SERVICE STOCK . . . Only C/R offers a service stock to meet your local requirements . . . a profit package that includes seals of your choice . . . handsome, sales-building display cabinet . . . installation tool . . . **PLUS** bonus seals. Ask your supplier for details or write direct!



Original Front Wheel
Installation Tool.

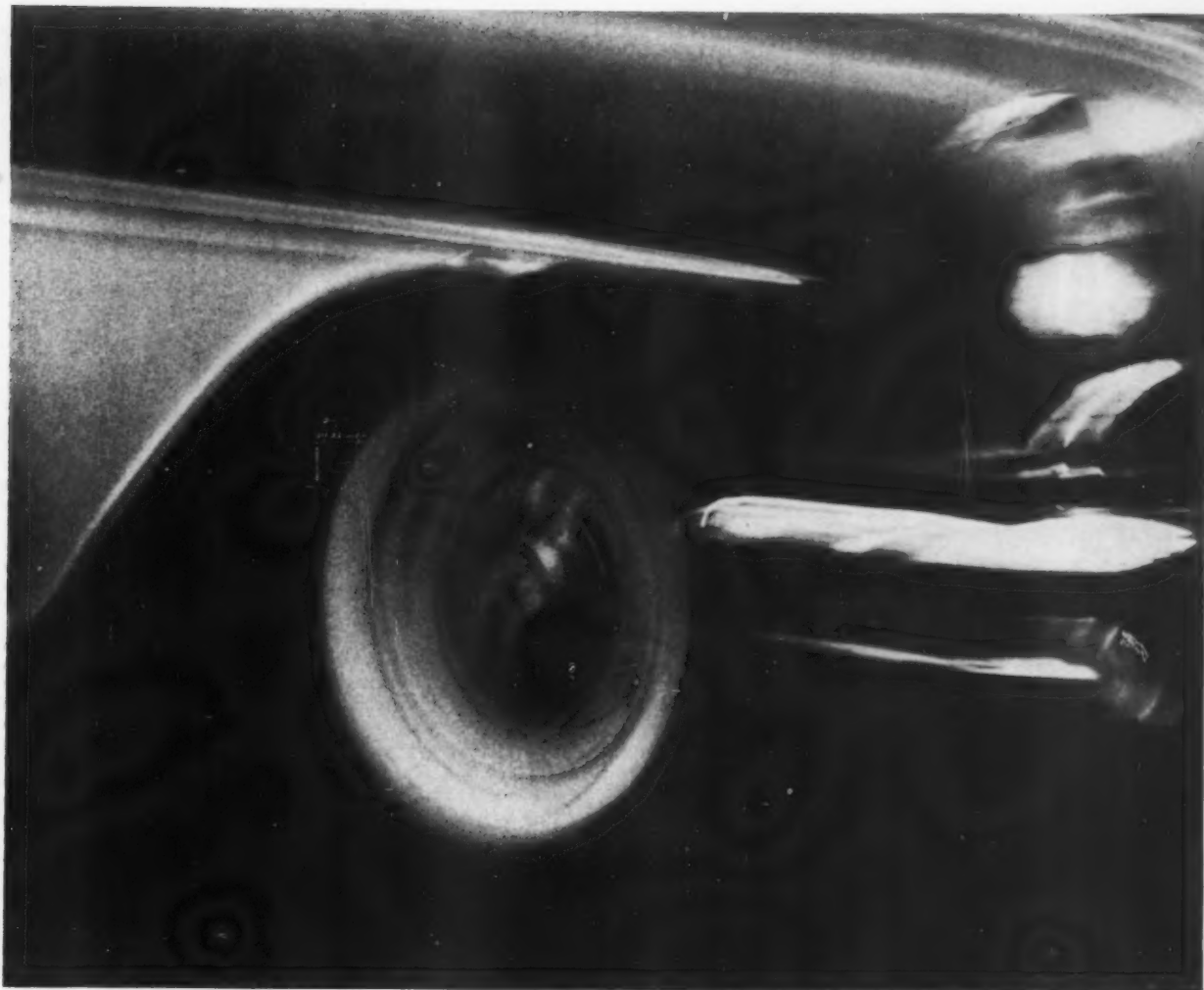


Attractive Metal Stock Cabinet



**CHICAGO RAWHIDE
MANUFACTURING COMPANY**

SERVICE SALES DIVISION
ELGIN, ILLINOIS

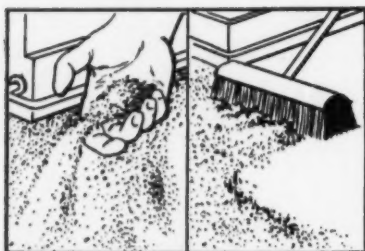


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It is the most effective, practical and economical adsorbent for industrial and commercial use.

Approved by Armed Forces specifications and Underwriters Laboratories, Inc.



1.—Sprinkle Florco on

2.—Sweep it up

Floor is Safe and Clean

**TRY FLORCO
FREE**

You'll be pleased with results and service from our nearest warehouse. Mail coupon below today



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O.K. I'll try Florco on my floor.

Send me, without cost or obligation, my free sample.

Name _____ Title _____
Address _____
City _____ Zone _____ State _____
Type of Business _____

Jobber News (Continued from page 171)

Pooled Retirement Plan Is Set Up For Tennessee Association's Members

THE Automotive Wholesalers Association of Tennessee has adopted a pooled retirement plan for its members.

J. Matthew "Hot Shot" Nelson of Kingsport, president, said, "We are proud that our association is the first among automotive wholesalers to offer this valuable service to member companies. The pooled plan is the most dynamic and far-reaching service our association has ever sponsored."

"The growth of retirement plans adopted by private industry in the United States has been phenomenal. In 1925 there were 400 plans in operation. Today there are over 40,000 such plans covering 16,300,000 workers. This means about one-quarter of our nation's work force is already covered by private retirement plans."

"These figures are important to every automotive wholesaler. A jobber without a retirement plan may have trouble hiring and holding capable employees. More and more employees are being lured away from business without retirement plans to those with retirement plans."

"The favorable tax treatment of retirement plans is important to every automotive wholesaler. Today contributions to private retirement plans total 4.5 billion dollars a year. Virtually all of this money is tax deductible as a business expense. Most of the dollars being pumped into retirement plans are invested in high-grade corporate bonds and blue-chip stocks. The earnings and capital gains of these investments are tax exempt. Employees are not currently taxed while the contributions and earnings are accumulating for their retirement."

"We can illustrate these tremendous tax advantages of a retirement plan with an average jobber age 40, earning \$12,000 annually, and desiring a pension of \$4,800 a year at age 65. He would need a raise in salary of \$3,084 a year to purchase, on his own, the desired pension. But his company, through the favorable tax treatment of a retirement plan, could provide him with the same pension for only

\$723 a year.

"Nearly all of the larger corporations have retirement plans for their officers and employees. The larger corporation can afford the time and expense involved in making an exhaustive study of the various types of retirement plans. The medium-size or smaller business cannot."

"The larger corporation can employ experienced consultants to assist with the installation, administration and communication of a retirement plan. The cost is prohibitive to the smaller business."

"The larger corporation is contributing thousands of dollars each year to its retirement plan. These contributions build a large diversified investment fund which creates greater safety of principal and higher income yield."

"Let's assume the medium-size or smaller business contributes \$1,000 or \$5,000 or \$10,000 a year to a retirement plan. It is impossible for these smaller contributions to create a large and balanced investment fund. The result is a greater danger of investment loss, a lower income yield and higher investment expenses."

"The larger corporation can pool the experience of many employees. This means the cost of a pension per employee is at a minimum. It also means the retirement plan is flexible, and the cost of the plan can be geared to the annual profits of the larger corporation. The medium-size or smaller business must purchase a package retirement plan which is costly, inflexible and requires fixed annual commitments."

"Togetherness is the way of our association. By joining together and pooling our resources, the pooled retirement plan enables our member companies to establish their own individual retirement plans just as flexible, just as economical, and just as attractive as the retirement plans of the larger corporations. Whether a member has one employee or 1,000, the plan permits him to establish the exact pension plan, profit-sharing plan or thrift plan he desires. Our plan is designed to serve our smallest

since 1956...

nearly **70%**

of America's most expensive
and most popular cars* were
initially equipped with Expander-type
wheel cylinder cups!

since 1956...

MILLIONS of
"E" Series HRC* CUPS



WITH EXPANDERS have been
used as replacements on America's
most expensive and most popular cars!★
THEY SEAL BETTER!

Once you use EIS "E" Series HRC* CUPS with Expanders
in your wheel cylinder work, you'll never settle for less!

EIS HRC* CUPS are safety-engineered of a new, heat-resisting
compound to withstand extreme operating temperatures.
And, for extra insurance, Expanders have been added to the cups
for correct balance and equalized wall tension! THAT'S what
makes them work better!

You'll find EIS HRC* CUPS with Expanders IN ALL
EIS Wheel Cylinders and EIS Repair Kits. Most important,
they cost no more!

(except certain special types)

* HRC — Heat Resisting Compound.



Speed your wheel cylinder service
work with this handy A222 "E"
Series Cup and Expander Assort-
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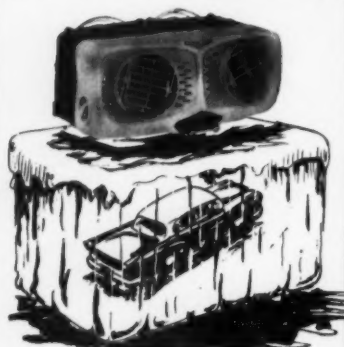
FREE, Colorful window streamers
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sell the dramatic "E" Series
HRC* CUP and Expander story
to your customers!



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More PROFIT!
for
ARTIC-KAR
DEALERS
in
Automobile Air Conditioning



**3 TONS
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Kits complete — parts fit detail instructions with line drawings showing step by step procedure for each installation.
- ✓ **LOCAL SALES BUILDERS**
Free posters, window banners.
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On same day ordered.
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Over 1/2 MILLION satisfied customers since 1949.

YOUR CUSTOMERS WILL DEMAND
More Cooling for their Money
Only ARTIC-KAR has the Answer

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member companies just as efficiently and economically as our larger members."

Keith Broyles, executive secretary of the association, said, "We have employed an experienced pension and actuarial consulting firm—Follin, Allen & Walker, Inc.—to advise our association and to assist member companies with the establishment of their individual plans.

"The contributions to these plans will be deposited with the Nashville Bank and Trust Co., which will serve as trustee of the plan. This leading Tennessee bank will supervise the investment and management of the contributions by member companies. The investments will consist of high-grade bonds and blue-chip stocks of this country.

"Whether a member company contributes \$500 or \$50,000 a year, it can enjoy the advantages of participating in a large diversified investment fund. Member companies will receive annual statements of their individual interests in this fund. There is every reason to believe that the fund will show a staggering growth in the years to come."



Barnett to Manage SW Show

A. L. "Artie" Barnett (above) of Dallas is the new manager of the Southwest Automotive Show, set for next March 23-26 at Dallas.

The appointment was announced by Show President Yancy Robertson March 28 at the annual jobber-Booster Club B-4 meeting at Dallas.

Barnett, as an executive, was one of the early guiding factors in what later became Storm-Vulcan, Inc. He is a past president of B-4, was active in the ETI and treasurer in 1952 of the show.

ACE Carpet textured
AUTOMATS

BLUE
GREEN
GRAY
BLACK

ACE
Sets the Pace

**REPLACEMENT FLOOR
MATS in COLORS**

These beautiful front floor mats are setting sales records, because they have a deep pile texture resembling the nubby yarn of thick, soft, beautiful carpet. They are actually tough, easily cleaned, resilient rubber. **NO CUTTING! NO SLITTING! SURE FITTING!** Molded to exact shapes of car floors.

**MATCHING
REAR AUTOMATS**

Boost your sales with rear mats in same deep pile texture, colors and fitting.

ACE RUBBER PRODUCTS, INC.

100 Beech St.

Akron 8, Ohio

Colbert Cites Strength In American Economy

HERE are the signs of strength in this country's economy cited last month by President L. L. "Tex" Colbert to Chrysler Corp.'s dealers in a 62-city closed-circuit television sales meeting:

1.—Inventories in all kinds of business are being built up steadily and "this should help increase production and employment."

2.—Industrial production has increased eight months in a row and it is now only three per cent below the all-time high in 1957.

3.—Personal income in January was four per cent higher than in January 1958, and personal spending is at an all-time peak.

4.—Industrial building awards are rising, machine-tool orders are increasing, and housing starts are just below record levels.

Colbert also noted favorable trends in the automobile business. He said approximately 405,000 cars were sold at retail in the United States in February—about 85,000 more than were sold in February 1958.

"This means that in spite of some of the worst weather in many years, the automobile business has really been moving," he declared. "It means that if the industry can hold this pace it will sell about 1,000,000 more cars at retail this year than last."

The corporation plans to produce about 500,000 cars and trucks in the five months which began March 10, or about twice as many as Chrysler built in the preceding five months, the president said.

"Leak Stopper" Assists Nautilus Polar Probe

AN AUTOMOTIVE cooling system "stop leak" has been credited in part with the success of the voyage by the \$100 million nuclear submarine, *Nautilus*, under the ice cap over the North Pole.

A disclosure of the part played by the product, "Bar's Leaks," is made by Comdr. William R. Anderson, the skipper, and his co-operating writer, Clair Blair, Jr., in their best seller, "Nautilus 90 North," a story of the first submarine voyage over the Pole.

Headed north in Pacific waters,

the submarine developed a hair-line leak in the condenser, according to the story, allowing salt water to seep into the steam propulsion plant. The leak could not be found, even when the ship was placed in drydock in Seattle.

Acting upon the suggestion of a crewman who told how he used the "stop leak" in his automobile

cooling system, Anderson dispatched two men to find the product, manufactured coast to coast, including at Springfield, Mo., and Loganville, Ga., and Fort Worth, Texas. From a distributor, they purchased 75 quarts.

"Incredible as it may seem," Anderson wrote, "the stop leak treatment worked."

PACCO Puts you in the CARBURETOR

Tune Up

BUSINESS

for only **\$60**
DEALERS
COST



**ASSORTMENT COVERS
90 MODELS... EARNS DOUBLE ITS COST!**

This PACCO 29-KIT CARBURETOR TUNE-UP assortment covers 90 different models from '39 to '58. Simplified instructions and gauges are included. No costly bulk stock inventory. No special tools needed. PACCO CARBURETOR TUNE-UP KITS contain all the parts needed and *only* the parts needed. All you need is a wrench and screwdriver to do the easiest, most profitable tune-up possible.



For Extra Tune-up Profits, Install a Flow-trol-r.

PRECISION AUTOMOTIVE COMPONENTS CO., Manchester, Mo.

Louisiana Dealers Name Mahaffey President

GARLAND Mahaffey of Ed Taussig Ford, Inc., Lake Charles, is the new president of the Louisiana Automobile Dealers Association.

Other officers are Everett Richaud, Richaud Motors, Houma, vice-president, and Bert Feiber, Lindsay-Feiber Motor Co., Bogalusa, secretary.

Directors are: Districts 1 and 2—Tom Dutton, Clay-Dutton, Inc., Wiley Mossy, Jr., Mossy Motors,

Inc., McDonald Stephens, Stephens Buick Co., all of New Orleans, and James J. Bryan, Bryan Chevrolet, Inc., Algiers; District 3—J. Alfred Begnaud, Begnaud Motors, Inc., Lafayette, Richaud and Owen McMahon, New Iberia Auto Co., Inc., New Iberia; District 4—Francis R. Edwards, Edwards Buick, Inc., and Charles H. Tooraen, Howard Crumley Chevrolet Co., Inc., both of Shreveport.

District 5—E. W. Sehon, Sehon-Cooksey Motors, Delhi, and M. E. Trowbridge, Van Trow Oldsmo-



Gary F. Davis, sales manager for Ernest Holmes Co., Chattanooga, Tenn., died March 11 in a Chicago hospital where he had been confined since being stricken while attending the IASI Show. A native of Atlanta, Ga., Davis left the South in 1931 to enter the sales department of a New York automotive firm. In 1945, he became associated with Ernest Holmes as eastern field representative and in 1956 became sales manager.

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THE ONLY FILTERS THAT COMPLETELY REMOVE BOTH SLUDGE AND ACIDS!

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Lee Resin-Weld* Filters conform to functional standards set by SAE, U.S. Army Procurement, Fort Belvoir Research and Development and initial equipment requirements of car manufacturers. Write for catalog.

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Micralytic**
FLAME-PROOFED Element for Carburetors!

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bile-Cadillac Co., Inc., Monroe; District 6—Feiber, J. W. Bryant, Plaquemine Motor Sales, Plaquemine, and Frank Terrell, Miller Buick Co., Baton Rouge; District 7—Jerry Ashley, Jerry Ashley Chevrolet, Inc., Crowley, and Mahaffey; District 8—A. F. Lanier, Lanier Buick Co., Alexandria, and Lewis P. Roy, Jr., Lewis Roy Motors, Inc., Marksville.

John O. Hofbauer is manager-director of the association. NADA director is William J. Cleveland, Cleveland Motors, Inc., Crowley.

Forrest Bennett Joins Texas Dealer Group

FORREST H. Bennett of Austin has joined the staff of the Texas Automotive Dealers Association as field representative, succeeding Jim Valentine, who resigned to become associated with an individually-owned dealership in Austin.

Bennett's experience includes sales work and contact work as a traveling representative for manufacturing and credit service concerns.

Tennessee IGO Sets May 16

The convention of the Independent Garage Owners of Tennessee will be held May 16, the time and place to be announced later. Units are situated at Chattanooga, Columbia, Kingsport, Nashville and Shelbyville.

Walker of Coca-Cola Co. To Address Tennesseans

CLARENCE N. Walker of the Coca-Cola Co., Atlanta, Ga., will address the Tennessee Automotive Association when it convenes at the Patten Hotel in Chattanooga May 10-12 for its 20th annual meeting.

Other speakers will include Herbert L. Galles of Albuquerque, N. M., president of the National Automobile Dealers Association; M. L. Goeglein, vice-president of Pacific Finance Corp., and Dave Reese, president of Pennsylvania Automotive Association and a successful Oldsmobile dealer at Philadelphia. Dr. R. C. S. Young, inspirational speaker sponsored by General Motors, will address a luncheon concluding the convention.

The president's reception on May 10, sponsored by GMAC-MIC, will be followed by a buffet supper. Monday afternoon a cocktail party will be jointly sponsored by Associates Finance Corp. and Associates Discount Co., and Universal Underwriters will sponsor the banquet that night. David P. "Doc" Whelchel is executive vice-president.

1959 Plymouth Costs Less Than Its '28 Ancestor

PLYMOUTH'S 1959 models cost less in "real money"—what one can buy with a day's pay—than did the first ones built in 1928.

With completion of the 11,000,000th car built by this division of Chrysler Corp. last month, Plymouth officials also said that today's automobile compared with the 1928 Plymouth offers its owner nearly twice as much for his money.

Comparing the least expensive two-door sedans offered by the division in 1928 and 1959, findings of the division's research revealed that today's car will last twice as long in terms of time, travel nearly three times as far before it is worn out, move farther, faster, and with less time out for repairs than was possible with the highest priced cars in 1928. Also, engineering progress has provided "much more car" in terms of performance, roominess, comfort, safety and handling ease.

According to Plymouth research, the typical wage earner had to work about 180 hours more to buy a new Plymouth in 1928 than does his counterpart today.

Based on the average hourly earnings of \$2.13 of today's worker, compared with those of the 1928 worker of 56.2 cents, the 180 hours saved would amount to a cash savings of \$383.40.

Litchfield of Goodyear Succumbs at 83

PAUL Weeks Litchfield, 83, honorary chairman of the board of Goodyear Tire & Rubber Co. since his retirement last October, died March 18 in Phoenix,

Ariz., following an operation.

Known as the "dean of America's rubber industry," Litchfield began his career in 1897 with a bicycle tire factory in Reading, Mass. He joined Goodyear in 1900 as superintendent of all production, development and engineering, became factory manager in 1911, a vice-president four years later and was elected president in 1926. He was named chairman of the board as well as president in 1930, but relinquished the latter post in 1940.

Look at this big SAFETY SERVICE from YOUR profit angle



Model 302. Turns and wet grinds brake drums simultaneously for cars and light trucks.



Model 304. Simultaneously turns and wet grinds brake drums for cars and trucks up to 10 tons. No outboard support required.



Model 404. With Load-Compensator that supports all biggest and heaviest drum and wheel assemblies.

BRAKE DRUM RECONDITIONING

Big, steady profits are yours with Van Norman Brake Drum Reconditioning . . . install the Van Norman Lathe that best suits your service. Or, from another angle, take your brake drums to a Van Norman Jobber's Shop equipped to turn out this work quickly and inexpensively for you. There's a Van Norman Brake Drum Lathe for turning and wet grinding all drums — small sports car to largest truck or bus.

A convenient "Pay-As-You-Profit Plan" makes owning Van Norman equipment much easier. Ask your Jobber about these great Lathes, or write us . . . we'll tell you where you can get Precision Machining Brake Drum Service from a Shop near you. Van Norman Automotive Equipment Company. Division of Van Norman Industries, Inc., Springfield 7, Mass.

Van Norman Vapo-Jet Wet Grinding Attachment eliminates dust, gives superior wet-ground, mirror-finish for longer lining life — safer braking.

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IN MODERN, EFFICIENT SHOPS—EVERYWHERE!

Kelsey-Hayes Announces Split Brake System

AN AIR-BRAKE system for a split operation of front and rear wheels — each having separate hydraulic units, even though they function as a single unit—has been announced by the Kelsey-Hayes Co.

A deceleration sensing device automatically reduces power of rear brakes so that they are shut down just short of the skid point. The system can operate on either

compressed-air or vacuum-actuated brakes. The air version provides for greater capacity with smaller components.

A built-in control mechanism maintains a balance between front and rear brakes in the split system, it was claimed, holding off the early undesirable wheel skid, thus providing for greater rates of deceleration than can be achieved in present systems. Maximum rates of deceleration are increased by proportioning line pressures between front and rear brakes.

Providing greater fluid capacity, the system virtually eliminates pedal washout or loss of pedal, reducing the necessity for frequent brake adjustments, according to the manufacturer.

GMC Truck Puts Sales Of Trucks at 900,000

DOMESTIC truck sales this year should run about 900,000, according to R. C. Woodhouse, general truck sales manager of GMC Truck & Coach Division.

Diesel penetration of the five-ton and up market is showing an upward trend, GMC officials said. For 1958 there were 22,838 diesels sold out of the total 53,657 units in in five-ton and up market, or 42.6%. The trend has continued into this year with January penetration being 43.9%.

Domestic retail deliveries of GMC trucks during February were 47% above those of February 1958, Woodhouse said. The combined total of 11,829 GMC truck sales for the first two months of 1959 were 40% above the corresponding months of last year.

Woodhouse, P. J. Monaghan, general manager of the division, and other GMC Truck officials have completed showings across the country of a new GMC light-weight diesel highway tractor, the DLR8000, to dealers and fleet operators.

"The high degree of interest in this new 48" aluminum tilt-cab tractor has been reflected in the 300-plus orders for the unit, more than a month before it is to go into production," Woodhouse said.

Buick Names Leigh in Texas

Leigh Buick, Inc., has purchased Hubert Little Buick Co. in Beaumont, Texas, and has been appointed Buick dealership in that city. J. P. Leigh, president of the new organization, moved to Beaumont from Winston-Salem, N. C., where he was a partner in a Buick dealership and earlier was with Buick Division.

Wyatt Dies in South Boston

Emmett Jackson Wyatt, 62, South Boston, Va., Chevrolet dealer, died last month in Daytona Beach, Fla., where he was vacationing. A native of Pittsylvania County in Virginia, Wyatt had been vice-president of Wyatt Chevrolet Corp. in Danville, Va., since it was organized during 1930.

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insist on genuine Go-Jo
because —**



**ONLY GO-JO
cleans like
GO-JO**

**BE SURE YOU GET THE
FAST CLEANSING ACTION
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bacteria on contact —
Guards against
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CUTS COSTS OVER 50%
NO FUSS—NO MUSS—NO WASTE**

Go-Jo **HAND CLEANER**

GOJER INC. Box 991 AKRON, OHIO
America's Largest Manufacturer
of Creme-Type



Top: NADA President Galles
Above: Vice-President Nichols

Georgia Dealers to Hear Industry Chiefs in May

SOME top leaders of the industry will be speaking to the Georgia Automobile Dealers Association when it convenes May 10-12 at the Atlanta Biltmore Hotel.

Herbert L. Galles, Jr., Cadillac-Oldsmobile dealer of Albuquerque, N. M., and president of the National Automobile Dealers Association, will address the Monday morning session May 11, and Byron J. Nichols, group vice-president — automotive sales, Chrysler Motors Corp., is scheduled to speak at the luncheon session that day. John E. Murdock of Murdock Acceptance Corp., Memphis, Tenn., will be the afternoon speaker.

The Tuesday morning session will hear S. A. Skillman, vice-president and general sales manager of Studebaker-Packard Corp., and Alfred Fosh, a prominent automobile dealer from London, England. Luncheon speaker that day will be T. J. O'Neil, member of the dealer policy board of Ford Motor Co.

Also included in the program will be an address by Georgia's Governor Ernest Vandiver at the Sunday evening session May 10.

Fashion shows and a tea in one

of Atlanta's beautiful homes will provide entertainment for the ladies in attendance. A dinner dance, accompanied by the local "Sorta Forty" orchestra, will take place at the Piedmont Driving Club to climax the event.

Pullman Vacuum Offers 83-Piece Sales Kit

AN 83-PIECE visual sales kit will be given free to service station owners with the purchase of Pullman Vacuum Cleaner Corp.'s

"Vacmobile," President Robert Berns announced.

Main feature of the \$12 kit is a set of four plastic badges which attendants can wear to help increase impulse sales of TBA and associated items, plus 78 inserts planned to build sales month by month. Additional plastic badges are available where stations have more than four attendants.

The badges and inserts come on a colorful hanging booklet designed to help remind attendants to change messages regularly.

PRICE WHEN IS THE IMPORTANT FACTOR



Challenger is the compressor to buy. In Champion's CHALLENGER Air Compressors you are offered a new line with many of the famous features associated with the Champion name, but priced very competitively.

Challenger COMPRESSORS

CHALLENGER compressors are available from 1 to 3 hp., electric or gasoline powered. Mail coupon below for full details. . . .



Still tops in the compressor field, CHAMPION compressors are equipped with the exclusive Oil Monitor, which prevents cycling without adequate oil in the crankcase. Champion air compressors are available from 1/4 to 20 hp., gasoline or electric powered. Slow speed means thermal efficiency — domed pistons and valves of Swedish razor blade steel.

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PNEUMATIC
MACHINERY CO.
PRINCETON 11, ILLINOIS
Makers of Air Compressors,
High Pressure Car Washing
Equipment and Hose Reels.

MAIL ME TODAY!

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turn out **MORE JOBS**
AT **BIGGER PROFITS**
with
SCO-PANS



The Schofield Rocker Panels That Snap On!

ONE OF MORE THAN 600 PRECISION-FIT
SCHOFIELD *autobody* replacement panels
WRITE FOR THE FULL SCHOFIELD EXTRA-PROFIT STORY TODAY!

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for tubeless tires and tubes...



New ACE CHEMBOND Cold Chemical Patches combine all the desired features for the ultimate in fine repair work. Available in two round and two oval sizes. When applied with ACE Chembond Cement, they make lifelong repairs, ready for immediate use.

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the complete line of
tire and tube repair materials

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Bear Mfg. Gets Underway With "Kil-Joy" Program

"CHASE the Kil-Joys Out" is the theme of a promotional program being launched by Bear Mfg. Co. to help servicemen sell more wheel-alignment and -balancing service.

Said Bear President Vic Day: "The service industry needs a shocker type of advertising such as our new 'Kil-Joy' campaign... When you realize that seven out of every ten cars on the road today need alignment and balancing, you can see that there is a tremendous market for these services."

"Wichita Tire Survey" recently completed by the Inter-Industry Highway Safety Committee showed that 42% of cars tested actually had one or more unsafe tires. So, in addition to the profits servicemen can make from wheel-alignment and -balancing services, they are also performing a vital safety service that can result in a reduction of highway traffic accidents and fatalities."

75-Year-Old Acme Paints Will Stay in Detroit

"WE STARTED our business right here in Detroit, we've grown and prospered here and we're here to stay."

That is what Gordon H. Robertson, vice-president and general manager of Acme Quality Paints, Inc., has to say concerning the future of the 75-year-old company, a member of the Sherwin-Williams Co. group of seven companies. It is housed in a 63-year-old plant on the outer edge of the 70%-vacant Milwaukee-Junction industrial compound.

The company was started with \$2,800 by a druggist, William Davies, and Tom Neal, an accountant, both 26, on Davies' idea for "ready-mixed paint." The first plant was at Fourth and Grand River. In 1896 the present plant—then known as Acme White Lead and Color Works—was built beyond the city limits. A sales pitch of the times was "Paint your wagon for a dollar."

Auto-Lite Appoints Allen

Appointment of Cecil S. Allen as director of engineering for The Electric Auto-Lite Co.'s Electrical Products Group has been announced by Group Vice-President J. J. Bohmrich.

Leaders of the Automobile Dealers Association of Alabama for the new year will be (l. to r.): Forrest McConnell of Montgomery, secretary-treasurer; R. S. Hicks, Chevrolet dealer of Decatur, president; Frank R. Broadway, the veteran executive vice-president; Charles W. Slaton of Union Springs, first vice-president; J. L. Rouse, Sr., of Montgomery, third vice-president, and Blaine Brownell of Birmingham, second vice-president.

Management, Profit Wed, Alabama Dealers Are Told

"Good, sound dealer business management is a greater factor in profit than the make of car you sell."

And Dave Reese, Philadelphia Oldsmobile dealer and president of the Pennsylvania Automotive Association, also told the annual convention of the Automobile Dealers Association of Alabama at Birmingham March 23:

"There is no evidence at the present time that automobile dealers have changed their thinking or their ways of doing business and there are many indications that 1959 will be another year of 'profitless prosperity' unless dealers wake up to the fact the new models do not automatically create a profit and that volume is not a cure-all for bad business management."

He asserted that "since 1954 automobile dealers have been indoctrinated so deeply with the theory that 'the more you sell the more you make,' they have lost sight of costs and expenses."

ADAA's President R. S. Hicks (left) of Decatur congratulates Don Drennen, Jr., Birmingham Cadillac-Buick-Chevrolet dealer, on being chosen "Mr. Alabama Automobile Dealer of 1959" at the annual convention last month.



Streamlined
service
that...

SPEEDS UP PROFITS

Sorensen IGNITION PARTS

Proof of quality! SORENSEN COILS are made to highest standards—are oil-filled, under pressure—have maximum windings, maximum insulation, maximum dielectric strength.



No delays—no double work when you make SORENSEN your single source for complete ignition service. Fifteen SORENSEN warehouses and a nationwide network of distributors provide fast, on-the-spot service. And direct factory-trained SORENSEN experts are interested in your *success* (not just your order!) To discover this service—call the SORENSEN jobber near you or write, now!

P. SORENSEN MANUFACTURING CO., INC.
WOODSIDE, N. Y.

PG-701

Bendix Elevates Caouette

Ralph G. Caouette has been appointed general manager of the automotive section of Bendix Products Division at South Bend, Ind., according to Malcolm P. Ferguson, president of Bendix Aviation Corp. Caouette joined the organization in 1955 on the staff of George E. Stoll, corporation vice-president and group executive. There he assisted in coordinating the management of a number of Bendix Divisions prior to his latest assignment.



Acting and Lieutenant Governor Robert L. Knous of Colorado (center) hands a letter welcoming the national convention of the Independent Garage Owners of America to Denver and Colorado to Frank D. Carmichael (left), president of IGO of Metropolitan Denver, and Woodrow Wilson, member of that unit. Convention dates are June 24-27. The Albany Hotel at Denver will be the scene of this meeting which is expected to attract garagemen from most of the states of the union.



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Battery operated—hydraulic powered—no bothersome air hoses, pump handles, or wires! Built-in automatic battery charger. For complete information write

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CROWN CONTROLS CO., INC.

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De Soto Invests Heavily In Future Models

NEARLY \$25,000,000 will be invested by De Soto in engineering and styling of future models in preparation for the expanding automobile market of the '60s, according to General Manager J. B. Wagstaff.

Commitments have been made on the 1960 and 1961 models, he said, and development work is in progress on the 1962 models, with the '63s on the drawing boards.

Wagstaff said that it has been established that the growing trend toward multiple-car families is directly related to the desire to live in the suburbs. "De Soto's present product is aimed principally at this specific burgeoning market of the future," he said.

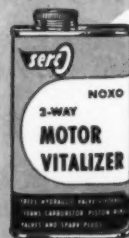


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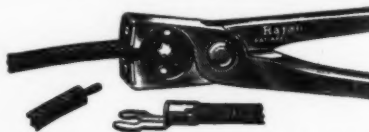
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NOTE—The simplicity of this Tool
It strips and also crimps Rajah Terminals to Ignition Cable

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark, N. J.

Texaco Gas Additive Increases Octane

A CHEMICAL additive which increases gasoline octane rating has been developed by The Texas Co., according to F. H. Holmes, vice-president, research and technical department.

Called TLA (Texaco Lead Appreciator), the additive is tertiary butyl acetate, a water-white, non-toxic liquid which works in presence of tetraethyl lead.

As octane number goes up, the additive reportedly also increases in anti-knock effectiveness. At 100 octane, TLA raises octane by about one number, and at 106 octane it will jump octane rating by two or 2½ points, it was said.

Road-tests of almost 1,000,000 miles covering engine deposits, spark plug life and ignition, fuel line cleanliness, mufflers, toxicity and wear were conducted with satisfactory results, the company said.

Power Brake Rights Acquired by Airtex

SOLE distributorship of a power brake unit manufactured by Hamill-Markus Industries, Inc., Warren, Mich., has been acquired by Airtex Products Inc., Fairfield, Ill.

The product, which reportedly can be installed on most cars in less than one hour, will be sold in both the Airtex Automotive and Master Parts Divisions, according to Dom Monge, Airtex president.

The product is known as "Pow'r Brake" and will retail for \$33.95 installed.

Kentucky Dealers Name Eight Directors

EIGHT new district directors elected by Kentucky Automobile Dealers Association for three-year terms, to serve with 16 "hold-over" board members, are:

Charles B. Wilson, Paducah; C. L. Blancett, Calhoun; Ben F. Long, Louisville; Howard Pearce, Shelbyville; Dallas Queen, Maysville; Maurice Canfield, Richmond; J. T. Hughes, Prestonsburg, and J. T. Catron, Corbin.

Fenney Addresses SAE

William N. Fenney, technologist, staff of technical service manager, The Texas Co., addressed the April meeting of Society of Automotive Engineers in Atlanta.

Associates Selects Bell For New Orleans

T. A. BELL, Jr., has been appointed New Orleans regional manager of Associates Discount Corp., succeeding Edwin O. Grote, who was promoted recently.

Bell was previously manager of the Ft. Lauderdale, Fla., branch. He has also held posts in New Orleans and Baton Rouge.

Kinston Tarheels Pick Morris

New president of the Kinston

(N. C.) Automobile Dealers Association is H. M. Morris, Jr., Morris Brothers Motors Co. (Lincoln-Mercury). N. C. Frederick of W. H. Jones Motors (Ford) is vice-president and James A. Midgett of Thompson Motor Co. (Dodge-Plymouth) is secretary-treasurer.

Jack Murphy of Ford Retires

J. M. "Jack" Murphy, Ford Division district sales manager at New Orleans, has retired. His successor is Earl S. Davidson, who has been Murphy's assistant.

CIRCO's exclusive "Magicoil"

the most outstanding development in steam cleaners in 50 years...



builds shop profits

Watch shop profits grow when you install a "Magicoil" Circo Steam Cleaner. "Magicoil" virtually eliminates "down-time," coil-failure, to help you build shop profits - fast! Only Circo has "Magicoil."

Bulletins detail facts about Circo degreasers, agitating washers, and other shop equipment. Yours for the asking.

Ten separate coils, assembled as a single unit. Each coil can be easily removed and replaced — without costly shut-downs. Unit operates at 100% efficiency with only seven coils in use. No need for your Circo cleaner to be idle. Cleaning compound is injected after steam leaves "Magicoil." Coil life is considerably extended because chemical residue does not remain in the coil to encourage corrosion, rust and plugging.

Insist on Circo — and choose from the complete line of performance - proven equipment. Ask your jobber for complete "profit - building" details or write:

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"Headquarters for automotive cleaning equipment"

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Tool Tips for the Mechanic

Dynaflow Transmission Service

You can pull the front pump seal on Dynaflow transmissions without disassembly if you use Snap-On® CJ-66-24A Oil Seal Puller. Tool threads into oil seal and pulling is done with the 66-1 Slide Shaft and 66-2 Booster Hammer. Tools are described in Snap-on Catalog W — page 99. Ask your Snap-on dealer.

Torquing Pontiac Head Bolts

Cylinder head bolts on 1958 Pontiac V-8 engines can be torqued easily with a Snap-on S-8683 3/4-inch Boxocket® and a TQ-150 Torqometer. The S-8683 also handles cylinder head bolts on small 1958 Ford, Mercury and Edsel engines. Pages 35, 69, Snap-on Catalog W.

NEW TOOL



Snap-on MT-20

Throttle Idle Control Clamp

An extremely useful tool for controlling engine idle speed while making tests with the Snap-on Anal-O-Scope or other electrical test equipment.

Attach bracket of tool to throttle rod and tighten into position with knurled screw. Place other end of tool on any available brace, then turn adjusting nut until motor idles at desired speed. Tool is easily removed. Motor returns automatically to original idle — no need to adjust idle stop screw. Tool is brand new — not shown in Snap-on Catalog W. Check your Snap-on dealer or write us.

Cadillac Caster-Camber

1957 models are adjusted easily by cutting front wheels sharply and using Snap-on NS-24 Nut Spinner Handle, SX-36 Extension Bar and SU-26 Flexocket. Snap-on Catalog W — pages 19 and 21.

Edsel-Mercury Distributor Work

The Snap-on S-9476A 1/2-inch Double Hex Boxocket quickly removes or loosens Edsel and Mercury distributors that are mounted at the front of the engine. This wrench is a special, originally designed for Chrysler, DeSoto, Dodge and Plymouth distributors. Page 70 of Snap-on Catalog W.

Get your copy of the new Snap-on Catalog W. Ask your Snap-on man or write direct. Watch for further Tool Tips in future issues of this publication.

SNAP-ON TOOLS CORPORATION
8050-D 28th Avenue • Kenosha, Wisconsin



The "world's largest truck," powered by a 600hp Cummins VT-12 diesel engine, will be displayed at the International Petroleum Exposition at Tulsa, Okla., May 14-23. Manufactured by Automobiles M. Berliet in France, "Berliet T-100" reportedly eliminates the need for building roads leading to natural sources of wealth. Because of its low-pressure tires, it travels easily over long distances where there are no highways. It is 41' long, 16' wide and 13' high.

Pontiac Appoints Malone

John F. Malone has been named advertising manager for Pontiac Motor Division of General Motors, succeeding B. A. Kissam, who has

been appointed manager of the vehicle sales staff for GM Overseas Operations Division in New York City. Malone joined Pontiac in 1940, and was most recently at Cleveland.

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Miami
the
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In Miami businessmen always make the McAllister their headquarters' hotel . . . special room rates . . . special attention . . . the best location, surrounded by Miami . . . because the Mac is the biggest and best-known hotel . . . streamlined, modern, efficient and reasonable . . . Completely air-conditioned, with free TV in every room. Our "regulars" — businessmen who come frequently — get a GOLD CARD which guarantees low rates all year 'round. Wonderful for groups and conventions, too.

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BISCAYNE BOULEVARD AT FLAGLER ST., MIAMI, FLORIDA



Write or phone for reservations:
FRanklin 4-6151

Stress Seebility

(Continued from page 135)

This stock of headlamps costs the dealer about \$87 and brings him approximately \$158. That is a profit of \$71, or 44%.

Driving safety in the form of renewal lamps carries a handsome margin down into the miniature range. On an over-all basis, the margin on miniatures is 45% and there is not a multitude of other items with that attraction. True enough, there is only about 25 cents profit on one 60-cent lamp.

However, consider a selection of 140 lamps in the miniature range. This stock would cover 14 types and take care of about 85% of all motor vehicle requirements as to type. The small garage or service station can shelve this stock for \$22 and sell it for \$40. There is an \$18 profit.

There are other reasons for dealers, independents and service stations to devote more effort to the sale of automotive lamps.

Obsolete—and Unsafe—Lights

In the headlamp bracket, there are on the market and on cars many lamps that are obsolete and inefficient, and therefore unsafe. In miniatures, there is an increase in the number of lamps per car per year, with an estimated increase of 50% in lamps per car over the past nine years, according to one manufacturer.

The same set of statistics shows a 31% gain in motor vehicle registrations over the same period, so, if the lamps per car were multiplied by registrations, one would get a picture of a bottomless lamp market.

There is a very clear indication, however, that any increase in lamp sales will result from public demand, not from promotion at dealer level—unless some segment of the industry devises a profitable approach to the sale of lamps, instead of letting them sell themselves.

If there were more states with compulsory motor vehicle inspection laws, there would be more safety and more lamp sales. Public recognition of safety precautions, and lamp sales, curve upward together as the deadline approaches for motor vehicle inspection.

The factory representative quoted previously testifies that in one state having an inspection law, 50% of his company's annual sales volume in that state is realized during inspection period. And one inspection station reports lamp

sales up 20% during the period. But less than a third of all states have such laws.

Service stations will probably continue to sell most of the automotive lamps. Even if they do the volume they did last year, there is still room for car dealers and independents to take a bigger cut. For the market will be bigger this year, with more lamp sockets per car than ever before. And probably more again next year.

It doesn't seem illogical for a shop to increase lamp sales—and

discharge a safety obligation in the same breath—by asking just one short, simple question when the repair order is being written:

"Are all your lights okay?"

Texas Garagemen Set Dates

The convention of the Independent Garagemen's Association of Texas has been set for April 24-26 at the Driskill Hotel in Austin. Membership was last reported at around 800—second only to California.

PROFIT FROM MOTORIST'S NO. 1 ENEMY

More than 13,000,000 road breakdowns were caused by battery or charging circuit failures in 1957. Regular testing will stop this terrible yearly waste of \$50,000,000. Regular testing will also give you a handsome profit in battery sales and charges.

Surveys show you will sell 1 battery and 4 charges every time you test 10 batteries. Fox Battery Servicing Equipment is the key to all these profits.

NEW! FOX CHARGERS AND TESTERS

FULL OF EXTRA FEATURES!

NEW, SPARKLING CHROME CASE FRONTS.
Give Fox equipment that "million dollar" look.

SILICON OR SELENIUM—5 YR. WARRANTY.

Your choice of rectifiers... both are fully protected and unconditionally guaranteed for 5 years.

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Charge anything that comes in: automotive, truck or highway equipment, bus, military or marine batteries. Today's special voltages will be standard tomorrow.

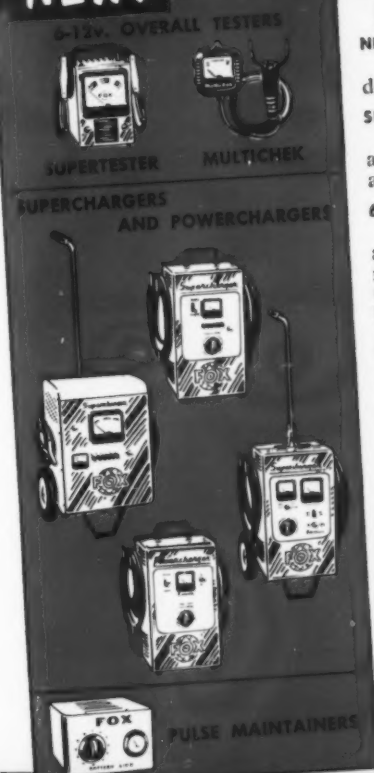
AUTOMATIC CUT-OFF.

All you have to do is connect to battery. Safetronic controls take over and automatically cut off when battery is fully charged. Electric timer cut-off models also available.

WARNING!

Beware of "bargain" charger claims. You can prove Fox superior charging ability by a simple test. Write us or your Fox Distributor for demonstration.

Write today for FREE "Get Your Battery Checked" SIGN and Profitable Hints on Battery Servicing. Fox Products Co., 4706 N. 18th St., Phila. 41, Pa.



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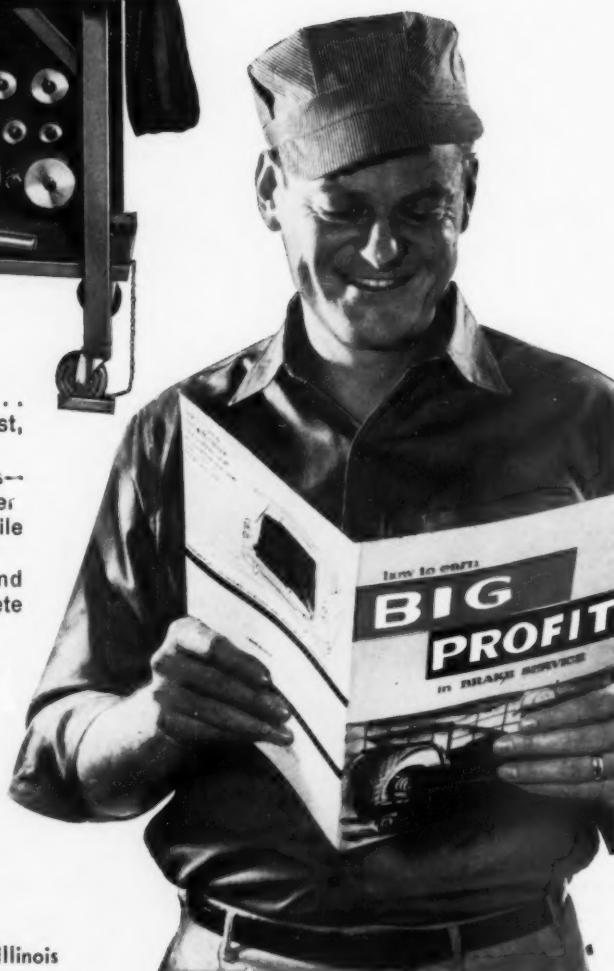
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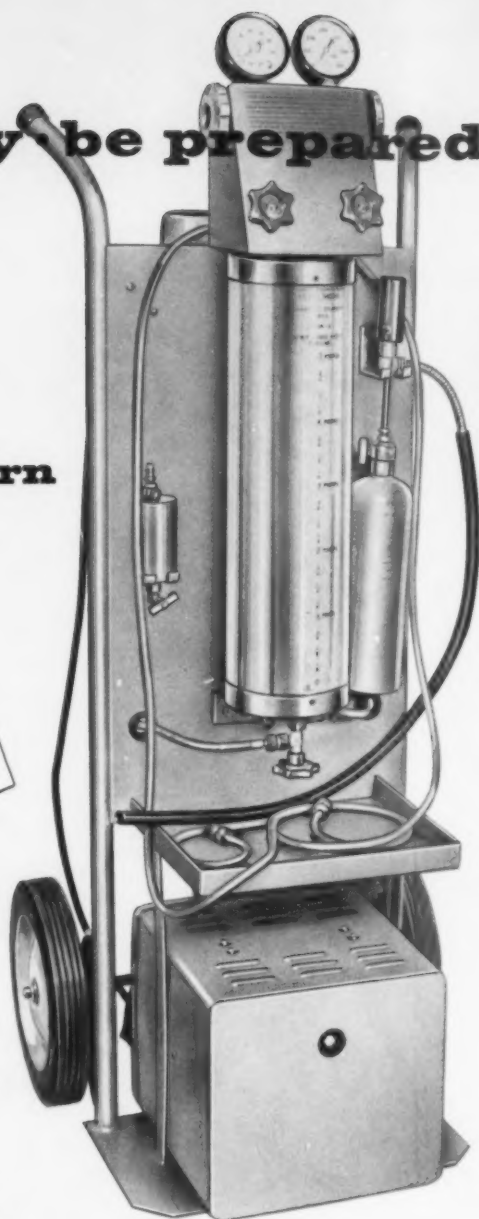
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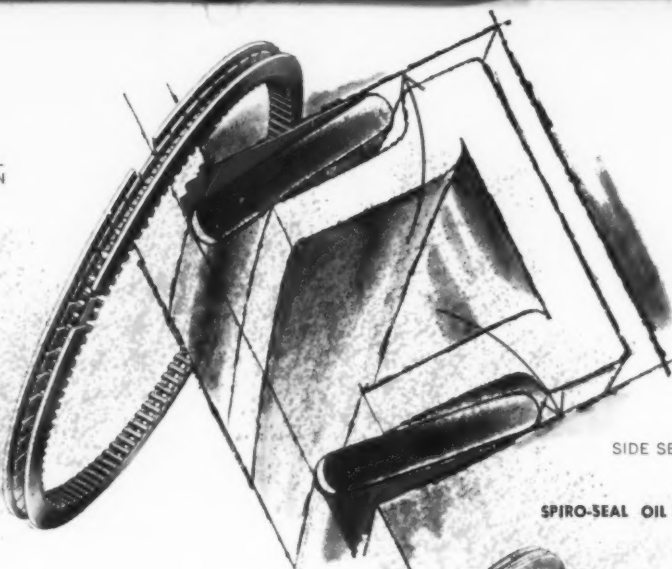


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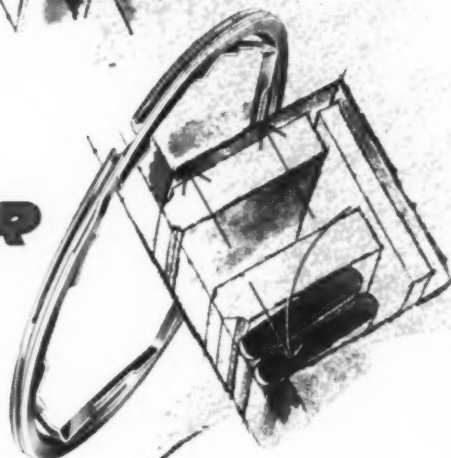
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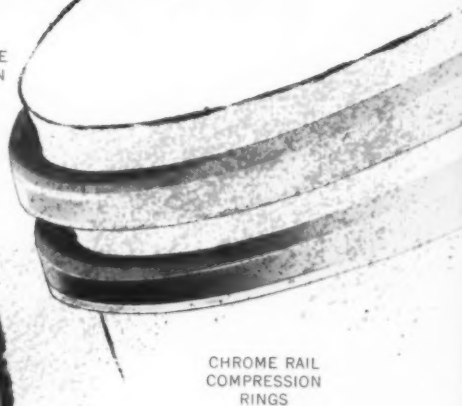
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